

Simplicity



The fashion magazine for women who sew

1952 SPRING PATTERN BOOK

35c

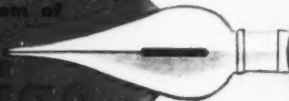
You're a big girl
now...but

E&W
QUADRIGA

is still your wardrobe's
best friend

Wonderful, washable Quadriga Cloth has followed you through school like Mary's little lamb . . . the faithful cotton fabric that has kept you brightest and best-dressed. Now, you'll turn your designing talents to Quadriga's sophisticated prints and 54 matching plain colors . . . and find inspiration aplenty in those dazzling designs. The only thing old-fashioned about Quadriga is that pin-money price!

Write for Pattern
Number.



FOR THAT *Band-Box Look...*

LANKENAU's FLANNEL fashion-preferred

now-through-spring!



Pretty and practical for suits, dresses and separates that travel from desk-to-date, Lankenau's acetate and rayon flannel molds to the newest silhouettes that cost a minimum for a maximum of fashion.

A lovely fabric that is wrinkle-resistant even after countless dry-cleanings, it goes everywhere in excellent taste, looks flower-fresh along the way. A bouquet of Spring colors... economy-minded extra wide 58".

Lankenau
WE WEAR WELL

LANKENAU CO., INC., 1450 BROADWAY • NEW YORK 18, N.Y.



Skinner RAYON PRINTS

Spring romance by the yard



Smooth sewing—smart going—when you choose
a new Spring print by Skinner. You can't miss.

"Look for the Name in the Selvage."

WILLIAM SKINNER & SONS, NEW YORK 3, N. Y.

Weavers of Famous Skinner Satin Since 1848

Simplicity Pattern 3768

John Frederickson, Inc.



FOR A PERFECT FINISH...
START WITH FRUIT OF THE LOOM QUALITY FABRICS

Highly styled • Sincerely guaranteed
*Sensibly priced • Luxurious in appearance

FRUIT OF THE LOOM

Partners in thrift with the home sewer for more than a century
40 WORTH STREET, NEW YORK 13, N. Y.

*Fabric for afternoon dress (Simplicity Pattern 3759) is about 89¢ a yard. Your dealer will show you this and other Fruit of the Loom fabrics.

Springmaid clicks with 24 colors

"And
they're
all
fashion
right"



Sanforized Broadcloth

Not only are they nice to feel and to work with, these wonderful SPRINGMAID® cottons have a way of doing what you want, no matter how intricate the pattern.

SPRINGMAID is fine for:

Dresses • Housecoats • Blouses • Children's Wear • Men's Shirts
Pajamas • Sportswear • Curtains • Luncheon Sets • and lots more

The Springs Cotton Mills

Lancaster, South Carolina



•SANFORIZED•

Fitted size is cut size



Twenty-four colors
you'd choose yourself

LEMON PEEL	LT. BLUE
PURPLE	MINT
SKIPPER	BROWN
GREY	SUNSET PINK
APPLE GREEN	AQUA
BLACK	CORAL
COPEN	CHARCOAL
BLUE TURQUOISE	PINK
RED	NAVY
ROSE	DEEP SEA BLUE
CHARTREUSE	GOLD
LILAC	FOREST GREEN

ELLIOTT WHITE SPRINGS' new book "CLOTHES MAKE THE MAN" is available at newsstands for 35¢ or write us. New 1952 SPRINGMAID calendar—for sale at newsstands or send 25¢ to the above address. Fitted sheets by SPRINGMAID now at leading stores.

Classic examples
from this spring's
collection of
fabrics marked

TEBILIZED®

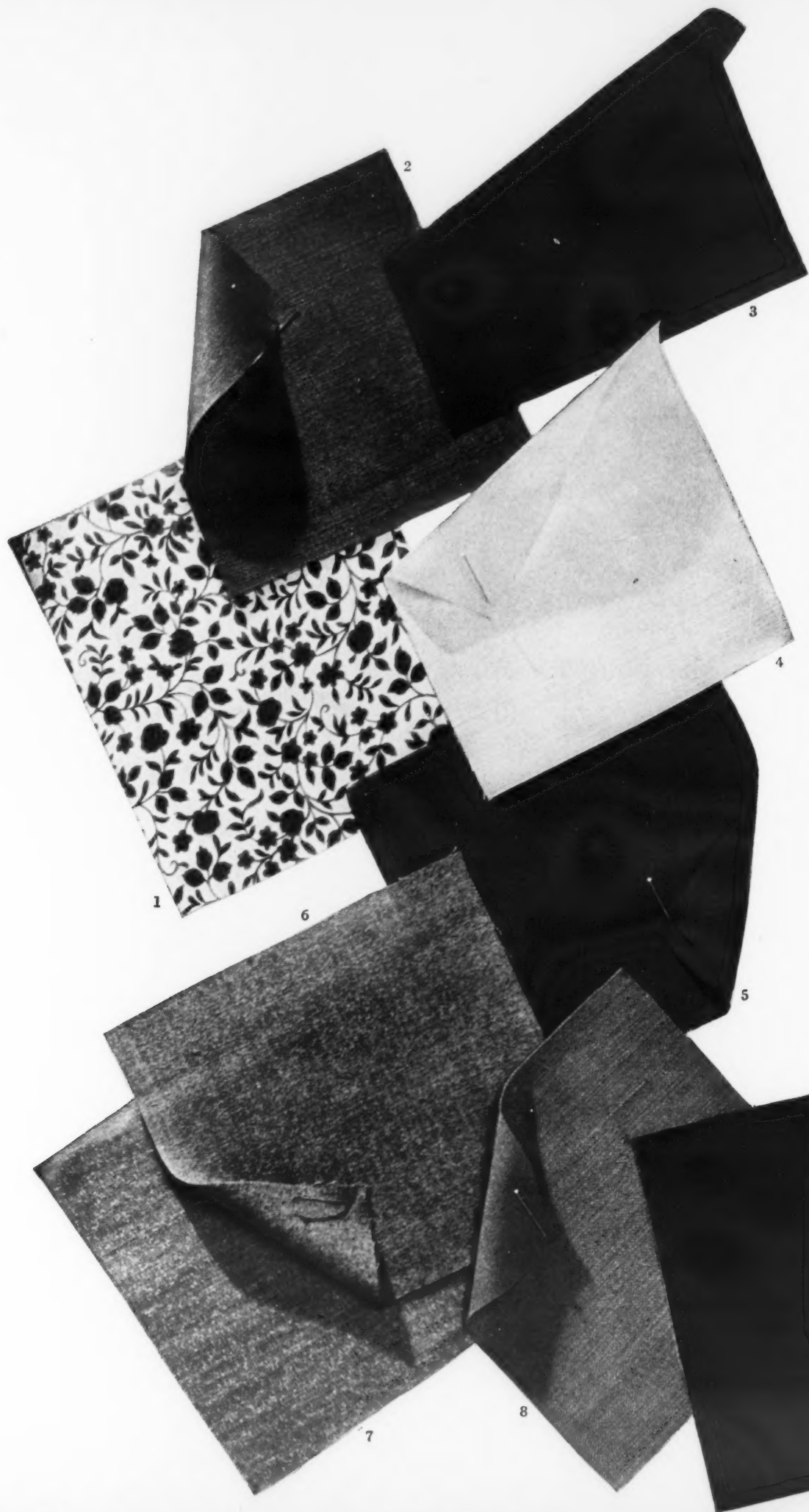
for tested
crease-resistance

Shown here are just a few of the wonderful Tebilized-marked fabrics that you find at fine stores everywhere. They come in handsome weaves and lovely colors, with one common denominator: they all have a superfine and tested crease-resistance that lasts the fabrics' lifetime. Your garments need less pressing and superficial creases hang out overnight. Tebilized-marked fabrics stay clean longer, won't sag or stretch, and are a joy to sew. Always look for "Tebilized" on the bolt ends when you shop for yard goods. It stands for the finest crease-resistance you can buy. T. B. Lee Co., Inc., Testing Laboratory, Dept. B-3, 101 West 31st Street, N. Y. 1, N. Y.

KEY TO FABRICS ILLUSTRATED

1.
Voiles in a wide variety
of weaves and prints
2.
Blue Simon's Chanda suiting
linen weave rayon
3.
Soap 'n' Water® Sanpan
washable rayon shantung
4.
A.B.C. Fabrics'
QT spun rayon
5.
St. George's Phantom
sheen rayon gabardine
6.
Cohama Pickwick Flannel,
a rayon and acetate fabric
7.
Fisba's Nubby Sheer—
a textured cotton
8.
Linens in dress, suiting,
and coating weights
9.
Dumari's Yippi
De Luxe spun rayon

The Tebilized mark is only applied by permission of the owners of the mark to fabrics which are regularly tested by them and which conform to specified standards of crease-resistance and quality established by them.





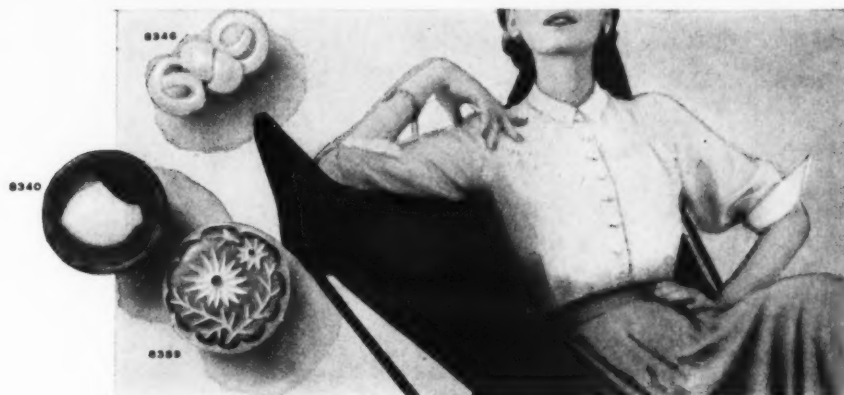
6 cotton-candy buttons on the candy-striped cotton



22 metal-rim buttons on the double-breasted tweed



4 impressive buttons on the taffeta party coat



8 mandarin buttons on the lantern-sleeve blouse



19 shoe-buttons on the wishbone suit

this year you'll Count the buttons
on fashions that count!

It's a bonus year for buttons! Where one button stood alone *last year*, fashion plants a parade, *this year*! **La Mode** answers the call to buttons . . . with the biggest, most beguiling collection in their 75 years of creating fashion buttons. The newest shapes, the smartest sizes, the freshest colors. You'll find them in every price range, at your favorite Button Department. Or write . . . we'll tell you where.



B. Blumenthal & Co., Inc., 1372 Broadway, New York 18, New York

La Mode

FOR EVERY FASHION . . . IN EVERY PRICE RANGE

BUTTONS

Since 1877

Mayfair *imported* linen is
completely
crease-resistant
and color-fast,
comes in all
fashion-important
shades. At better
fabric counters.

Simplicity Pattern 1151

tested crease resistant
LINEN & ADAMS
IMPORTED



The new dress silhouette . . . outstanding

in Celanese* fabrics of

A C E T A T E

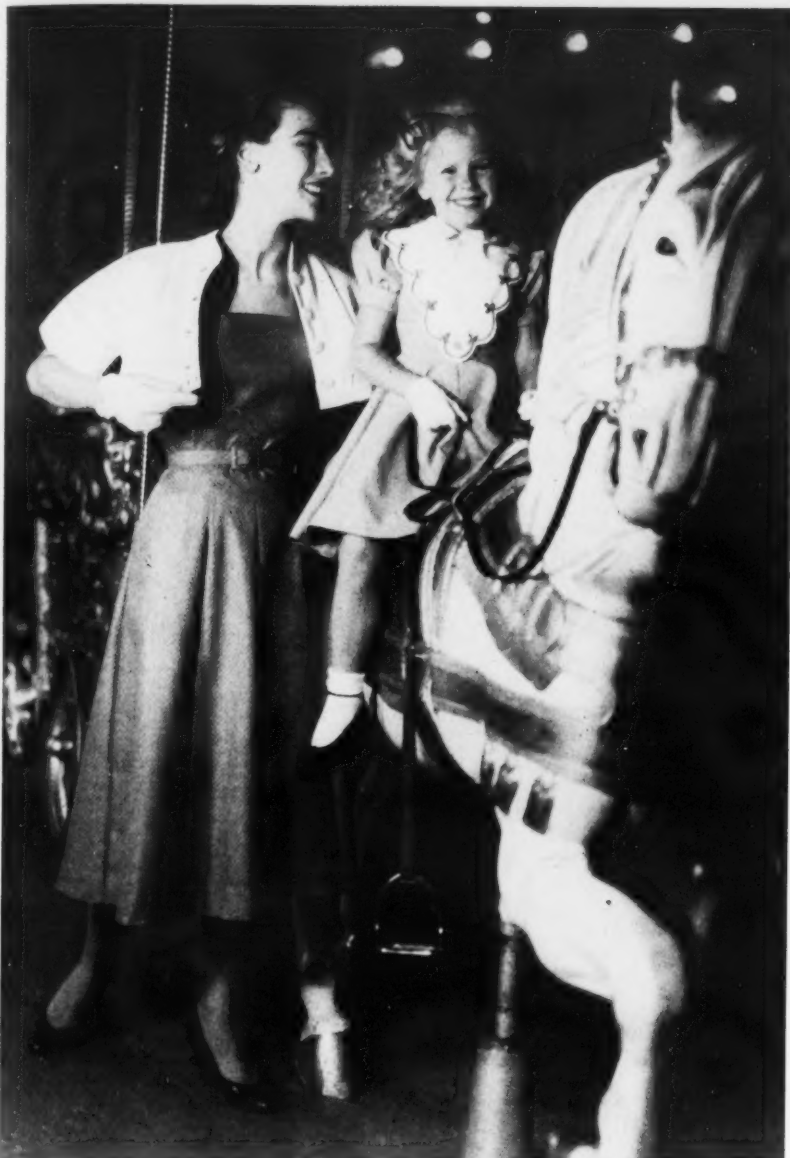
the beauty fiber

Fashion takes on a new outline for Spring . . . skirts are stiffened, full and bouffant . . . bodices, tauter . . . beauty in motion, a must. And the loveliest, surest way to achieve this look is with Celanese acetate fabrics. Here are fabrics that keep their crispness, hold their lines . . . handle easily, assure the most fashionable results.

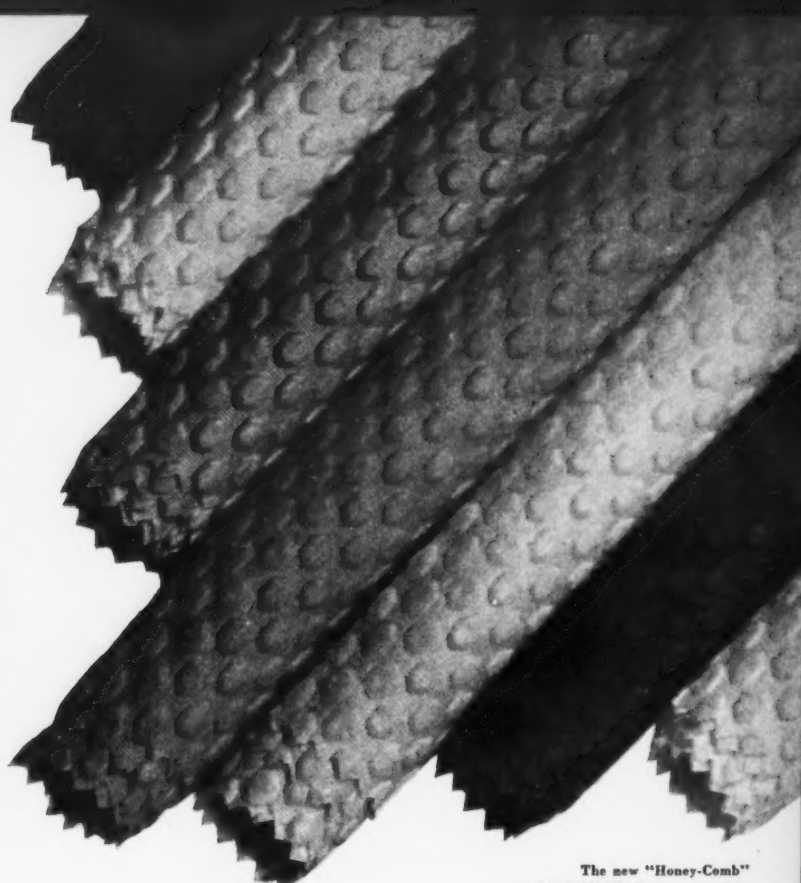
Madracel†, the handsome fabric illustrated . . . an exciting, new, crisp texture featured in a range of rich Smoke Tones. Look for Madracel and other trend-setting Celanese fabrics at leading department stores everywhere.

*Reg. U. S. Pat. Off. †Trademark

Celanese CORPORATION OF AMERICA, New York 16



Simplicity Patterns: left #8450, right #3753



The new "Honey-Comb"
surfaced CRISKAY comes in every
color on this page—and more!

Go merrily wrinkle-free in stay-crisp

Bonafab **CRISKAY***

*America's spring-time, summertime,
all-time cotton fabric favorite for making town
frocks and country casuals, housecoats and
formals! Enhanced with Everglaze®, Criskay
has the features you've always wanted . . .*

Sheds wrinkles • Stays crisp without starching

Resists soil • Guaranteed fast to washing

Preshrunk (less than 2% residual shrinkage)

Easy to sew •

Sparkling colors—and so many to choose from!

Exceptional quality . . . priced for economy. 36 inches wide.

See the exciting Criskay Prints, too!

At leading department stores in the United States and Canada.

Bonafab® DISTINCTIVE FABRICS

A DIVISION OF **M. LOWENSTEIN & SONS, Inc.**
37-45 LEONARD STREET, NEW YORK 13, N. Y.

The ever-lovely "Criss-Cross"
surfaced CRISKAY comes in every
color on this page—and more!

*Reg. U. S. Pat. Off.

"NEEDLE AND THREAD... NEEDLE AND THREAD.

IT'S NOT THE WASHING... IT'S THE STARCHING I DREAD!"

Bellmanized All!

Fine cottons never need starching when they're Bellmanized finished. The finish builds the airy crisp beauty right into the fibers and it lasts the life of the cotton. That's why more famous names in cottons insist on the Bellmanized starchless finish for truly luminescent colors and crisp loveliness that stays!



(From top to bottom)

TACO'S Opaleen is a new star in airy printed cottons for youngest set fashions.
FULLER'S harlequin stripe organdie floats majestically into day and dance dresses.
BELCO embroidered organdies stay fluffy bouffant with their crisp finish.
DUMARI'S famous Powder Puff Muslins stay crisper without starch, were never lovelier.
WILLIAM LIND'S frosty white floral organdies make tots' frocks pure joy to sew, to wash.
FISBA'S fresh crinkle print organdies take to full, full skirted fashion.

BELLMAN BROOK Bleachery Co., FAIRVIEW, N. J.

Licenses for Sanforized, Teblized (for Tested Crease Resistance), and "Heberlein" processes.

g
e
s
r



Simplicity Pattern #3459

for less than \$2!
now, you can

make your own blouse of

william

WINKLER'S

nylon* tricot

so smart...so wearable...so sewable

Nylon tricot blouses—top choice of fashion-wise America—
now yours for the making of the loveliest nylon of them all:

William Winkler's nylon tricot—the fabric chosen by the country's
finest blousemakers for its delicate freshness, amazing strength.

It washes in a wink, dries in a shake and need never touch an iron.

(Sews like a dream—you can't make it ravel!) Choose from 18 wonderful
shades at your favorite fabric counter, or write

William Winkler, Inc., 366 Fifth Ave., New York



Milliken FEATHERON FLANNEL... 85% wool—15% nylon.

You'll enjoy making new spring clothes for yourself and your family in this beautiful fabric. Lovely in texture, Featheron handles easily, and because it's light, strong and long-wearing,

Featheron is actually superior to 100% wool. Specify Milliken for all the fabrics you sew and in the clothes you buy. Woolens and worsteds by the yard at better stores.

MILLIKEN WOOLENS, 1407 Broadway, New York 18, N. Y. 240 Church St., New York 13, N. Y.

Spring 1952 Calls for the Jersey Suit



This youthful suit dress is easy to sew. Simplicity Pattern 3787 takes $3\frac{1}{4}$ yards of Sag-No-Mor, "Jersey at its Best". Sag-No-Mor comes in all high style colors, plains and coordinated fancies in dress, blouse and suiting weights. Look for the label at the end of the bolt, your assurance of a jersey which keeps its shape. Ask in fabric departments or write Wyner for instruction leaflet "How to Handle Sag-No-Mor Jersey Professionally".

SAG-NO-MOR®

worsted-wool jersey

by *Wyner*



Anglo Fabrics

"THE BACKGROUND OF FASHION"

... New spring textures in
Loop suitings ...
Poodle coatings ...
Woolens and worsteds



Anglo Fabrics CO., INC.

1407 BROADWAY, NEW YORK 18, N. Y.

From a Reader's Notebook

By Lee Greene

Grandma said I must wait until my legs were long enough to reach the sewing machine pedal before she could teach me to sew. Being unusually small for my age, it was springtime, and way past my eighth birthday before I took my first lesson.

Grandma advised, "Choose a material that you will enjoy wearing, and a pattern which is not too difficult." After I selected a riotous colored plaid, and a blouse pattern with puffed sleeves, tucks, rounded collar and buttons in pairs down the front, she commented dubiously, "If it suits you, it tickles me to death!"

In spite of careful instruction, this creation was one of unmatched plaid, nervous tucks, exploring sleeves, wandering buttons and a slipping collar, but pride fluttered my heart beneath that blouse. Although it was far from a masterpiece, it brought me joy, knowledge, confidence and a love for sewing ever after.

If your child is too small to control an electric sewing machine or reach the pedal of another model, a mother can do the basic sewing and let the little girl add some of the finishing touches. Simplicity Pattern No. 3676 is a nice example. Let the child cut out tiny felt designs of flowers and tack them on the skirt straps and pockets of the suit jacket.

Or try Simplicity Pattern No. 2819. From this Susan, my ten year old, made red cotton shorts covered with exclamations of polka dots for her first cartwheels on the spring grass. She found it easy to make a wide inside placket and fasten it with hooks, adding a button to fasten the waist securely.

Little girls like buttons almost as well as comics and cookies. Let them sew on their own. Rather than using the conventional cross stitch in the four eyes, try stitching out from one eye to each of the other three. This gives a novel flower effect.

My girls will greet the first robin's chirp in navy and white checked coats of rayon suiting, lined with

(Continued on page 85)

Jacob Rohner's fine Swiss
Batiste and embroidered Organdy
available at these stores:

WEISS & GOLDRING ... Alexandria, Louisiana
RICH'S, INC. Atlanta, Georgia
YARING'S Austin, Texas
THE DALTON CO., INC. Baton Rouge, La.
ROSENZWEIG'S Bay City, Texas
THE FABRIC SHOPPE Bryan, Texas
JO RAY FABRICS Calexico, California
LICHTENSTEIN'S Corpus Christi, Texas
A. HARRIS & CO. Dallas, Texas
DENVER DRY GOODS CO. ... Denver, Colorado
CROWLEY, MILNER & CO. ... Detroit, Michigan
THE FAIR Fort Worth, Texas
FOLEY BROS. Houston, Texas
R. E. KENNINGTON CO. ... Jackson, Mississippi
RAMSAY'S Joplin, Missouri
EMERY, BIRD, THAYER ... Kansas City, Missouri
WOLF-WILE CO. Lexington, Kentucky
HOME SILK SHOP Los Angeles, California
J. W. ROBINSON CO. ... Los Angeles, California
LA DAMA ELEGANTE McAllen, Texas
BURDINE'S, INC. Miami, Florida
ED. SCHUSTER & CO., INC. ... Milwaukee, Wis.
THE PALACE (MASUR BROS.) Monroe, La.
THE HARVEY CO. Nashville, Tennessee
MAISON BLANCHE CO. LTD. ... New Orleans, La.
LORD & TAYLOR New York, New York
HALLIBURTON'S .. Oklahoma City, Oklahoma
THOMAS KILPATRICK & CO. Omaha, Neb.



Simple sophisticated sheath in Rohner's
Swiss Batiste (Simplicity Pattern No. 3585).
Embroidered Organdy stole
and overskirt from same pattern.

GIMBEL BROS. Pittsburgh, Pennsylvania
KORRICK'S Phoenix, Arizona
LOPER'S STYLE SHOP Port Arthur, Texas
THALHEIMER'S Richmond, Virginia
FROST BROS. (OTTO BOERNER CO.)
San Antonio, Texas
CITY OF PARIS San Francisco, California
TWIN'S YARDAGE SHOP .. San Jose, California
CHAS. F. WELEK & CO. St. Louis, Missouri
RUBENSTEIN BROS. Shreveport, Louisiana
FRYE'S Stillwater, Oklahoma
STEINFELD'S Tucson, Arizona
MAYER & SCHMIDT Tyler, Texas
SABA BROS. Vancouver, British Columbia
WOODWARD & LOTHROP .. Washington, D. C.

*an
exciting
new
fashion
idea!*



turn your casual sheath dress into a fabulous evening creation . . .

by simply adding an embroidered stole and overskirt

Add a stole and overskirt of Jacob Rohner's exquisite embroidered appliqued Organdy to your favorite sheath dress . . . and presto! A beautiful gown to grace your most formal evenings.

For informal wear, use the stole or overskirt to suit your mood. Or for an entirely new ensemble, it's so easy to create a sophisticated sheath dress with a silky finished Swiss Batiste* by Rohner.

Select your favorite from a wondrous selection of Rohner shades and patterns.

*An Everglaze Fabric processed in Switzerland by Heberlein & Co., A.G.

Simplicity Pattern No. 3585

*Jacob
Rohner Ltd*



at the fine stores listed on the adjoining page, or write

*Jacob Rohner, Ltd., of New York, 1071 Avenue of the Americas, New York 18
Switzerland • Paris • New York*



avoid the crush—

JUST HANG IT UP!

No re-ironing necessary... because it's
Bates DISCIPLINED FABRIC!
It releases creases... stays fresh and clean
much longer... is easy and fast to wash,
dry, iron... never needs starch... is colorfast
and shrinkage controlled. It's the first
fine cotton "made to behave" so beautifully!

Bates DISCIPLINED FABRIC
in wonderful plaids, prints and solid colors
and all the other all-combed Bates cottons
by-the-yard at fine stores. Bates Fabrics, Inc.,
80 Worth Street, New York 13

 **Bates**

DISCIPLINED FABRIC®

JOHN FREDERICS
CHARMER HAT
SHOES BY CAPEZIO



*This dress cost less
than \$9.00 to make from
Simplicity Pattern
3696*



TOOTAL* LINEN

the most
luxurious
linen
you can
buy



marked Tebilized* for tested crease-resistance. For name of store nearest you, write T. B. Lee Co., Inc., Dept. SP-5, 1441 Broadway, New York 18, N. Y.

Basis for a beautiful wardrobe—world-famous Tootal linen. Woven by painstaking British craftsmen and dyed unbelievably lovely colors, it is surely the finest linen you can buy. Tootal linen has the superfine and tested crease-resistance you expect of fabrics marked Tebilized. Your garments will need less pressing and any slight creases will disappear overnight.

ROBIA* SHEER, another famous Tootal fabric marked Tebilized. One of the loveliest cotton sheers in the world. In enchanting, colorful woven patterns.

The quality of Tootal fabrics is emphasized by the Tootal guarantee. All goods bearing the registered trademark TOOTAL are guaranteed to give satisfaction. They have been manufactured under rigid controls maintained by Tootal Broadhurst Lee Co. Ltd. of Manchester, England. Should dissatisfaction arise through any defect in the material, Tootal will replace it or refund the price and pay the cost incurred in making up. Tootal fabrics are woven in Great Britain. Some are finished in Great Britain, others in U. S. A.

*Reg. U. S. Pat. Off.

TOOTAL FABRICS ARE AVAILABLE BY THE YARD AT BETTER STORES



PICK A COLOR

any color you like...

you'll love it in

LUSTERSHEER*

Egyptian cotton broadcloth

Sew a cotton truly worthy of your time—and your taste: crisp, cool Lustersheer in a dazzling array of over fifty colors. Like every other magnificent cotton loomed by Wamsutta, Lustersheer delights the touch with its creamy, blossomy texture—delights the eye with its soft, inward glow. Wash it without a worry—for it's colorfast, Bradlustra* finished for permanent bloom, and will not shrink more than 1%.

Approximately \$1.70 a yard, at
Abraham & Straus, Brooklyn
B. Altman, New York
Davison-Paxon, Atlanta
Foley Bros., Houston
and other fine stores everywhere.

It's a wonderful
Wamsutta
Fabric

WAMUTTAMILLS, NEW BEDFORD, MASS.



SIMPLICITY PATTERN 2808

SPRING 1952

Simplicity

PATTERN BOOK

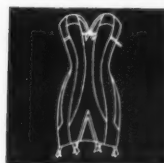
COVER: A dramatic coat-dress, to wear as a dress beneath coats and furs this Spring, as a coat over a crisp sundress this Summer. There's flattery in the high-set collar which plunges to a deep oval—news in the rounded curve of the sleeves. Shown in Cohama's brilliant royal blue rayon and cotton bengaline, "Ribalure". Buttons by La Mode, rhinestone jewelry by Kramer, Kayser gloves, Vogue belt, "Little Lady" hat by Laddie Northridge. Simplicity Pattern 8451, 12-20, 50c. Revlon's "Love that Red" lipstick. Ektachrome by Richard Avedon.



Your Point of View



Fibers and Blends



You and Your Silhouette



FASHION:

Your Point of View for Spring	21
Your Point of View	
The Spring Suit	22-25
The Print Ensemble	26, 27
The Crisp Ensemble	28, 29
The Bouffant Blouse	30, 31
The Blouse and Skirt	32, 33
From California:	
A Way to Wear the Big Splash	34, 35
Clothes That are Casual and Colorful	38, 39
A New Version of the Shirtwaist Dress	42, 44
The Key to a Well Planned Wardrobe	45-52
Toppers Go to Any Length	56, 57
Family Portrait	58, 59
Family Candid:	
The Children Go to a Party	60, 61
The Children at Play	62, 63
Looking to Summer	64, 65
New Ways with a Sweater	66, 67
Six Teens in a Whirl	68, 69
The Well Dressed Woman	70, 71
Simple to Make . . . The Brief Bolero	72
FEATURES:	
Mona Fretman	
Selects Fashions for Easy Living	36, 37
Good News in Fibers and Blends	40, 41
BEAUTY:	
You and Your Silhouette	53-55

PUBLISHER: ARTHUR A. BRIN EDITOR: VIRGINIA HALE ART DIRECTOR: MYRON W. KENZER

EDITORIAL CONSULTANT: Caroline Hutchins

MANAGING EDITOR: Betty Rolston FABRIC EDITOR: Rita Battistine

EDITORIAL ASSOCIATES: Katherine Rogers, Janet Dingwall, Jane Egan

ART ASSOCIATES: Kate Bernhardt, Jacqueline Embree, Paul Vennick, Kate De Faria

ADVERTISING MANAGER: H. Curtis Colby PRODUCTION MANAGER: William Preussner

COPYRIGHT, 1952 BY SIMPLICITY PATTERN CO. INC. VOL. 4 NO. 1 PRINTED IN U. S. A.

SIMPLICITY PATTERN BOOK IS PUBLISHED BY THE SIMPLICITY PATTERN CO. INC., THREE TIMES A YEAR IN ADVANCE OF THE IMPORTANT FASHION SEASONS — SPRING, SUMMER AND FALL-WINTER. EDITORIAL AND BUSINESS OFFICES: SIMPLICITY PATTERN BOOK, 200 MADISON AVENUE, NEW YORK 10, N. Y. SUBSCRIPTION RATES FOR THE U. S. A., POSSESSIONS AND CANADA: \$1.00 FOR ONE YEAR (3 ISSUES), \$2.00 FOR TWO YEARS (6 ISSUES), \$3.00 FOR THREE YEARS (9 ISSUES). FOR OTHER COUNTRIES AN ADDITIONAL 20c PER YEAR IS REQUIRED. FOR CHANGE OF ADDRESS, PLEASE SEND US BOTH YOUR NEW AND OLD ADDRESS (AS PRINTED ON LABEL) ALLOWING 4 WEEKS FOR CHANGE TO BECOME EFFECTIVE. SIMPLICITY PATTERN BOOK IS PROTECTED BY COPYRIGHT AND MAY NOT BE REPRINTED EITHER WHOLLY OR IN PART WITHOUT PERMISSION.

It's zip and go!

in a dress that's
teamed with
the Talon zipper

For dresses—and for anything that calls
for a zipper—choose the smooth, sleek
Talon fastener. It's the zipper that
gives a smart professional finish
to everything you sew!
Complete with sewing directions
in each package ... at notion
counters everywhere.



Your Point of View...for Spring

The Detail

You'll discover many a new shape — many a new accent, in the marvelous collection of fashions shown within this, our Spring 1952 pattern magazine. You'll notice especially the subtle changes in cut — the new emphasis on sleeves, the variety of necklines, the interesting way in which minor details are highlighted with crisp binding or bold, fascinating buttons. Shown below are highlights from our fashion pages.



exaggerated collar
chicken-leg sleeve



chaste neckline
natural shoulders



crisp angles
important buttons



lantern sleeve
wide midriff

The Silhouette

This season's silhouette takes many forms — and includes everything from the slender sheath to the enormous, crinoline-pouffed skirt. Topping the full skirt will be an abbreviated coat; over the slim skirts you'll see tapered jackets and toppers, giving a cocoon-like effect. And gaining in importance is the dress with a princess silhouette, finished with a Spencer bolero that is cropped four inches above the waistline.



extra-brief topper
bulky skirt



tapered jacket
reed skirt



Spencer top
gored skirt



slender line
molded hips



Your Point of View

Start your master plan for your Spring wardrobe with a suit. If you know your fashion silhouettes, you'll be wearing full skirted suits . . . skirts narrow at the hips, wide at the hem, and bouyed out by layers of petticoats or taffeta linings. Jackets are fitted fast — nipped snug at the waistline, rounded over



Flexee's "Small Waist" cincher shown in boned, nylon-rayon. Fits smoothly over crinoline underskirt. 3739, 11-18, 35c.

Top your crinoline with a rustling black petticoat of Widder's Bouffant Taffeta. 3774, 24½-30, 35c.



Right: Check the sculptured top, straight gored skirt. Plotted in bar checks and buttoned with importance. Milliken's wool and rayon textured fabric — dyed-to-match rayon lining. 8428, 12-42, 50c. Meyers Make gloves.

Opposite: Mark the full skirted silhouette given extra push by crinoline underskirts. Left: Jacket and vest copied from a man's suit. Tailored in "Fineclay" Celanese Acetate suiting. Vest of "Ringmaster" Celanese Acetate. 8453, 12-20, 50c. Right: Iridescent cross-dye suiting with a city air. Of "Mellotweed" Celanese Acetate. 8454, 11-18, 50c. On these pages: "Duchess" rayon linings by Earl-Glo, La Mode buttons, Armo Hair Canvas interfacing for rounded hip-lines. Accessocraft jewelry, Betmar hats, Lubar umbrella, Ronay bags, Vera scarfs. All Simplicity Patterns are Printed. Backviews page 76. Yardages page 78.



... the Spring Suit

the hips by interfacing — and you pulled in by a waist cincher. Running a close second is the sculptured top, straight skirt. Details to watch for: crisp tweeds, piled woolens sheared down to be light and supple, novel checks and stripes to give the illusion of depth . . . huge buttons, many in wood combined with pearl, metal or tortoise.



Above: A crisp, business-like suit with reversible stole. Suit of Hoffman's stripe rayon "Desert Shadow". Reversible matching stole lined with Hoffman "Desert Glow" duvetyn. 8429, 12-40, 50c.



Above: The Directoire lends itself to this three piece ensemble to give you a new silhouette. Camisole vestee-style blouse underneath. All three pieces included in one pattern. 3793, 11-18, 35c. Ensemble in Salyna suiting of Avisco rayon by St. George. Ronay Bag. La Mode Buttons.

Left: A curved waistband accents the tiny waist of this flared skirt topped by a bolero jacket. Suit of worsted and cotton Sanforized Lanella. 3775, 12-18, 35c. Accents: Monet jewelry. Dawnelle gloves. Dobbs hats. Prim covered buttons.

Your Point of View . . . the

A touch of satin trim on your woolen suit this Spring will add a startling accent. Here we have combined a deep lustre satin collar and cuffs on a tweed suit . . . an elegant blend. Skinner deep lustre dull face satin trim. Suit: 8432, 11-18, 50c.



Above: Mandarin collar and side pockets marked with arrow detail gives this trim suit singular standing. Milliken wool flannel, dyed to match Milliken rayon lining. 8459, 12-20, 50c. Betmar hat.

→ Two suits in two silhouettes sharing a common interest — both made of tweed and trimmed royally with satin collar and cuffs.

Left, handsome classic with molded jacket, slim skirt. 8432, 11-18, 50c.

Right, tapered cocoon jacket over reed skirt. 8417, 11-18, 50c. Both suits, Botany Brand Wool Coordinette, Skinner satin trim. On these pages: Armo Hair Canvas interfacing. Duchess rayon linings by Earl-Glo. All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.



Spring Suit



Your Point of View . . . the

The "costume look" will appear on the late Spring and early Summer scene in a collection of exciting fabrics and silhouettes. For a soft illusion consider the print dress coordinated with a new coat fashion. On pages 28 and 29 look to tweed and slubbed shantung for the crisp ensemble.

Ensemble: Slim dress plus a costume coat. Skinner rayon and wool "Danza" faille. Skinner lining, Armo Hair Canvas interfacing. 8449, 12-40, 50c.

In Color: An elegant print dress with detachable side panels over a slim skirt. Skinner rayon print. Roth's "Land O' Lace" Chantilly edge. BGE buttons, hat by Sperling, Kramer jewelry, Revlon "Love That Red" lipstick. 8460, 12-20, 50c.



Ensemble: Coat lining to match dress print. New shade of lime for the coat, Hoffman's "Desert Bloom" rayon duvetyn.

Left: The print dress — a treasure in its dark simplicity. The well notched neckline and cap sleeves are underscored with piping. A Joyce printed sheer silk shantung. Dress and coat ensemble both 8447, 12-20, 50c.



Ensemble: Brief topper to wear over your full skirts. Crompton Richmond velveteen. 3776, 11-18, 35c.



Print Ensemble

Right: The dress — well printed and ready to lead a full life. Its wonderful features — shortie sleeves, a softly curved neckline, a skirt that loves crinoline. Croyden silk print from Widder. 3732, 12-18, 35c. Backviews pg. 76. Yardages pg. 78. All Simplicity Patterns are Printed.





The Directoire Look:
Casually-cropped jacket slips
over a gored, bell-skirted tweed
dress sprayed with jet sequins.
Leon Bauling's heavy wool tweed,
Franken's sequin trim.
Ensemble 8450, 12-20, 50



Shed the jacket and you have
black sequins on bulky tweed.
Modified keyhole neckline,
cap sleeves, Simplicity Transfer
Design for embroidery, 7408, 15c.



Minus the stole — a good little
basic takes on new importance
with notched collar, buttons
plotted in hour-glass formation,
bell-shaped, gored skirt.



Basic dress sheltered by a stole:
A two-way plan for all
hours of the day. Here's
how it goes — the dress and
stole together in Lankenau's
"Hi-Midget" check rayon.
Ensemble 3794, 12-20, 35c.

Your Point of View



Costume slip becomes the short evening gown: Elegant over a crinoline petticoat. Mallinson's nylon shantung. 3739, 11-18, 35c.



The coat dress rustles over a costume slip: Luxurious black rayon slubbed shantung shot with gray to give a silvery sheen. By Mallinson. Dress, 3693, 11-18, 35c. La Mode buttons, Coro jewelry, John Frederics hats, Meyers Make gloves, Flower Modes corsage.



WINGATE PAINE

... *the Crisp Ensemble*



Your Point of View . . . the Bouffant Blouse



For day and late day—you'll need a bouffant blouse in William Winkler's Tricot of DuPont nylon. What will you wear with it? Depends — A casual tweed skirt, lush party satin, or new Easter suit. For sparkle: rhinestones and Martin's ribbon cummerbunds. (See page 95 for nylon sewing hints.)



Cinching your bouffant blouse and circular skirt is Martin's ribbon cummerbund. For directions for making write to: Ribbon Crafts, Simplicity Pattern Book, 200 Madison Avenue, New York, N. Y.

Right: Elegant gold on black print with balloon sleeves, black satin Peter Pan collar, rhinestone buttoned cuffs. 3714, 11-18, 35c. William Winkler's print Tricot of DuPont nylon.

Below: Crisply printed red and white sheer — Styled with three horizontal bodice pleats, bouffant sleeves, red plastic buttons. 3742, 12-42, 35c. William Winkler's print Tricot of DuPont nylon.

Left: Apricot nectar looking very fragile with transparent full-blown sleeves and glittering jewel buttons. 3740, 12-18, 35c. William Winkler's Supersheer Tricot of DuPont nylon. The skirt shown on these pages is one of the fullest of the season. 3774, 24½-30, 35c. Of Skinner's deep lustre dull face satin. All rhinestone buttons by Costumakers, jewelry from Richelieu. All Simplicity Patterns are Printed. Backviews page 76. Yardages page 78.



PLUCER



Above: A choice pair of denims! Gray cap sleeved blouse given a new twist by red braid pendant. 3714, 11-18, 35c. Its striped gray skirt sports two patch pockets. 3736, 24-32, 25c. Erwin's Sanforized denims.



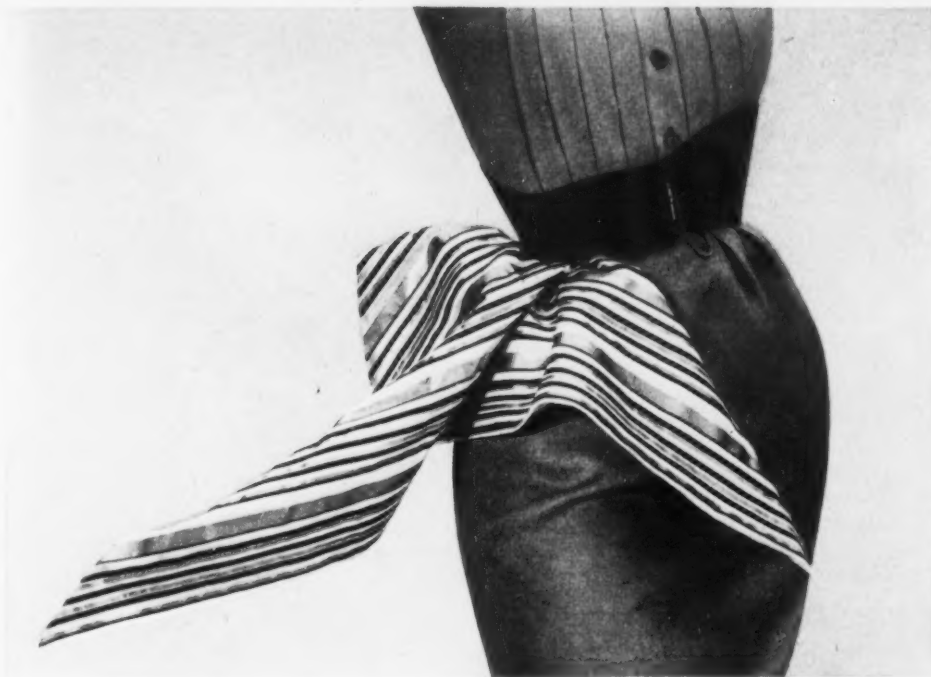
PLUCER



Above: Short sleeved print in pinkish-mauve. The curved yoke detail comes to a quick stop by two rectangular flaps. 3700, 12-20, 25c. The companion mauve skirt has a casual flair with center front pleat. 3769, 24-32, 25c. Flugelman's plain and printed cotton Ruff-Lin.

Left: Linen outfit styled with "Siamese cat" sleekness. Beige blouse has crisp pleats falling from front and back yokes. 3681, 12-20, 25c. The slim tan skirt, 3657, 24-32, 35c. "Mayfair" Irish Linen by Adams. All Simplicity Patterns are printed. Backviews page 76. Yardages page 78.

Your Point of View . . . the Blouse



Join your tuck-in blouse and skirt with a handsome belt. Left: Great tidal-wave of green leather anchored by metal chain and pin. From *Elegant*.

Trailing in the wake, a Vera scarf.

On these pages: Costumakers buttons, Coro jewelry, Kayser gloves, Calderon belts.

Below: Rayon shantung in any flavor you choose!

Ours: lemon-yellow shoulder-tucked blouse softened by wing cuffs and tiny jewel buttons.

Equally refreshing is the cool gray gored skirt. Both 3743, 11-18, 35c.

Wulco's "Chapultepec" rayon shantung.

Below: White pique vest fashioned with a double collar (one white, the other brown). Completing the picture, a generously full brown pique skirt with unpressed pleats fanning out from the waist. Both 3770, 12-20, 35c. "Nelo" waffle pique from Textile Looms.



and Skirt



The colorful tropical plants of California lend themselves to a huge print. It's beautifully interpreted in a completely simple dress with smooth top, dirndl skirt. 3580, 11-18, 35c. California Hand Prints cotton "Lanai". All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.

From California

A way
to wear
the big splash



A brilliant new trend of color comes out of California this Spring to make your wardrobe truly color-conspicuous. Bright reds, corals, muted greens, desert yellows and jades are but a few of the shades.

Here are fabrics, typically Western, in splashy prints, plaids and stripes.

Above: Border printed circular skirt. 3560, 24-32, 25c.

Blouse: 3771, 11-18, 35c.

Peter Pan printed waffle pique, border and plain coordinates.



Left: Huge plaid for the skirt. 3547, 12-20, 35c. Cool blouse. 3777, 12-20, 35c. Peter Pan "Promine" Madras plaid. Right: Stripes in desert colors for gathered skirt. 2466, 24-32, 25c. Blouse: 3771, 11-18, 35c. Wm. Heller worsted jersey, available in 2 yard length. An extra length makes a stole.



From California: Mona Freeman

Selects Fashions
for Easy Living

by Wanda Henderson



ENGSTED

A barefoot girl in beige linen shorts and tee-shirt, her freshly shampooed hair done up in bobby pins, met me at the door of a quaint early American home high on a Hollywood hillside. She could have passed for a teen-ager since looking young is an old habit with film star Mona Freeman.

It's a habit that 25-year-old Mona didn't appreciate much back in 1943 when she was rejected for her first screen role because the studio said she looked like a 12-year-old child. Now, eight years later, she is a veteran of more than 20 pictures, has been married for five years, is the mother of a 3½ year-old daughter and still has that youthful sparkle which harmonizes pleasantly with the poise of maturity.

The actress' most striking quality is her coloring. Her ash blonde highlighted hair and her hazel eyes blend perfectly with a complexion that is like richly creamed coffee. Her features are delicate and her figure is perfection in miniature — five feet three inches tall, 23-inch waist, well-rounded bust line and hips with just enough curves.

Motherhood, instead of damaging her figure, really improved it, Mona declares.

"Before Mona Jr. was born I was practically straight up and down and a lot flatter than is fashionable. I have some curves now and my figure remains the same without dieting," she said.

Mona's reputation as one of the best dressed young stars and her trim dimensions make her in demand for much charity modeling. Modeling, incidentally, comes easily for Mona since she (Continued on pg. 88)

Left: Mona likes the easy versatility of a checked sheer dress outlined with organdy and a coat for topping, made in organdy and trimmed with the same check as the dress. Stoffel tissue gingham check and imported organdy. Dress: 3252, 11-18, 25c. Coat: 8399, 12-20, 50c. All Simplicity Patterns are printed. Backviews, 76.



Above: Mona Jr. is all set for play — and so is her pretty Mother in a sun-loving top and tailored pedal-pushers. "Mayfair" Linen by Adams. 3583, 11-18, 25c.

Below: She loves separates, especially a blouse-skirt-weskit combination. Blouse, Lind's "Alreco" waffle pique. 3656, 12-44, 35c. Weskit, 3298, 12-20, 25c. BGE buttons. Dirndl skirt, 2466, 24-32, 25c. Milliken's "The Four Hundred" sheer wool. Yardages, 78.



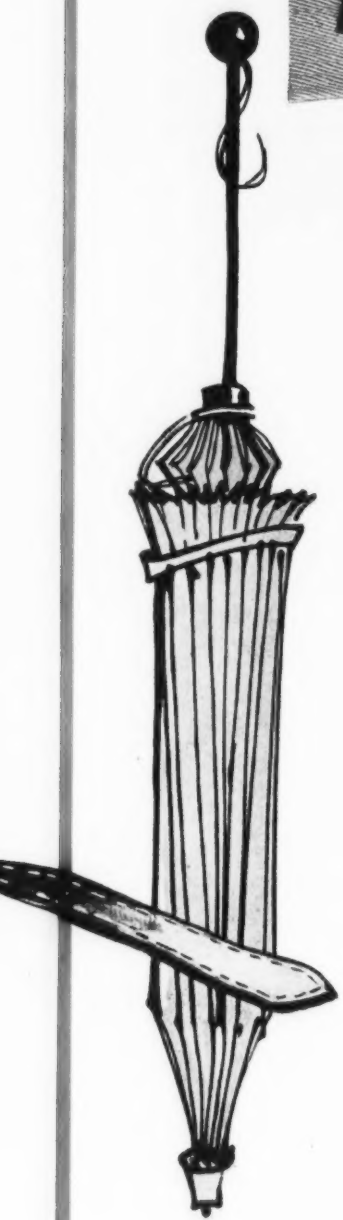
Above: Her choice for elegance is this taffeta dress with a gilet filling in the low neckline. Under the billowing skirt a petticoat peeks. Dress: 3485, 11-18, 25c. Petticoat, 3739, 11-18, 35c. Duchess rayon check. D. Strauss' embroidered organdy for petticoat and gilet.

From California

Clothes
that are casual
and colorful

Fabrics direct from California—Hoffman's "Desert Glow" rayon duvetyn to make an easy topper with push-up sleeves. Wear it over a slim casual dress with Chinese collar and decorative neckline darts. Cinched in by a wide belt. Of Hoffman's rayon linen in oyster white. Topper, 8427, Sizes 12-40, 50c. Dress, 3538, 12-20, 35c.

Accessories Speak-Up:
Roger Van S natural leather "Shopper" bag and "Two Faced" belt. For unexpected April Showers, a Rainbelle umbrella in fair-weather yellow. The saddle stitched gold gloves by Dawnelle. Resort "Ringtail" wedgie by Joyce in California colors.



California colors promoted by the Wool Bureau in the bright Western shades will make you feel so gay all during the Spring and Summer. Right — a sparkling combination: low cut blouse, full skirt with unpressed pleats and becoming toss-on stole in Wyner's Sag-No-Mor worsted jersey. Ensemble is 3517, 12-20, 35c. Fabrics shown on this page: Top Left — Juilliard "Planteen" gabardine in Surf Green. The smaller swatch is a Mendocino Green, Botany Brand flannel. Top Center — Trio of Wyner Sag-No-Mor worsted jerseys. Center— Single file of Duchess rayon crepe linings by Earl-Glo, dyed-to-match. All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.





Good News

in Fibers
and Blends

This is an age of new fibers and blends. More and more fabrics are combining the natural fibers (wool, cotton or silk) with the new man-made fibers (Acrilan, Dacron, dynel, Fiber E, Orlon or Vicara) to develop more luxurious textures, better hand, additional strength, greater wrinkle, shrinkage and stretch resistance.

Each fiber, whether it be natural or man-made is limited by its own properties, and can become much more versatile when combined with other fibers. For example, a blend of "Orlon" acrylic fiber and wool creates a wonderful new fabric that retains most of the characteristics of wool, plus the additional qualities of warmth without weight, fine hand and drape, resistance to wrinkling and stretching.

The new man-made fibers are gradually being introduced into the yard goods departments, but as yet production is very limited. Some you will find in blends with the natural fibers, and a very few will be found in their pure state.

So you may become acquainted with the most important new man-made fibers, we have prepared a chart giving the characteristics, blends, and uses of the six which are most talked about and most likely to be available this Spring.

FIBER	MANUFACTURER	CHARACTERISTICS	BLENDS	USES
Acrilan (Ack'-rah-lan)	Acrylic fiber by the Chemstrand Corporation.	High strength, low stretch, resists abrasion, wrinkles, moths, mildew and deterioration by chemicals (drycleaning agents). Bulk without weight; warm-to-the-touch, washable, low moisture absorption, quick drying, high scorching point.	Used alone or blended with all known fibers including wool, rayon or nylon.	Light, warm, washable suitings, High pile fur cloths, Knitting yarns, Outer-wear fabrics.
Dacron (Day'-kron)	Polyester fiber by Du Pont.	Wrinkle resistant (wet as well as dry), high stretch resistance, shape and crease retention, resistance to weakening by bleaches, heat, and abrasion. High strength, washable, quick drying.	Used alone or blended with wool, rayon, nylon, or cotton.	Suitings, Coatings, Knitting yarns, Sewing thread, Dresses, Blouses, Men's shirtings.
Dynel (Die-nell')	Union Carbide and Carbon product.	Absolutely washable, quick drying, resistant to wrinkles, shrinkage, fire, moths, and mildew-proof. Soft and comfortable, warm, strong, pliant, sensitive to heat, pleat and crease retention. Unaffected by bleaches, strong soaps, detergents or stains.	Used alone or combined with rayon, cotton, nylon, wool, and Vicara.	Warm fleecy coatings, tricot and circular knit jerseys, Suitings, High pile fur cloths, Dresses, Blouses, Drapery fabrics.
Fiber E	Viscose process rayon by Du Pont.	Curled, fuzzy wool-like fiber. When blended it imparts a carved effect to cut, brushed, and loop-pile fabrics, and will produce a two-toned color effect. High abrasion resistance.	Used alone or blended with cotton or other viscose rayons.	Fur-like fabrics, Nubby textures, Soft suedes and velvets, Toys, Throw rugs, Upholstery, Drapes.
Orlon (Or'-lon)	Acrylic fiber by Du Pont.	Silk-like, luster in filament form. Warm, wool-like in staple form. When blended gives warmth without weight; excellent hand and drape; resilience, crease retention, washable, resistant to sunlight, stretching, abrasion, wrinkles and acids.	Used alone or in blends of wool, rayon, cotton, or nylon.	Linings, Suitings, Coatings, Lingerie, Blouses, Dresses, Outdoor upholstery, Curtains, Work Clothes.
Vicara (Vie-care'-ah)	Protein fiber derived from corn and by the Virginia-Carolina Chemical Corp.	Cashmere softness, odorless when wet, excellent drape, resists wrinkling, moths, and mildew. Non-itching, non-fraying, low shrinkage, washable. Good moisture absorption, loft, warmth, and high resilience.	"Fiber that improves the blend." Combined with wool.	Suitings, Dresses, Knit goods, Knitted piece goods, Coatings, Upholstery.

1. Wyner Vicalaine Sag-No-Mor — Worsted wool and Vicara jersey.
2. Hanora Poodle Cloth — Fiber E face, cotton back.
3. Bates Dynelon — Cotton, dynel and nylon.
4. Robbins Mills Fabric — Acrilan and rayon.
5. Milliken Woollens — Dacron and wool.
6. Milliken Donella — Orlon and wool.

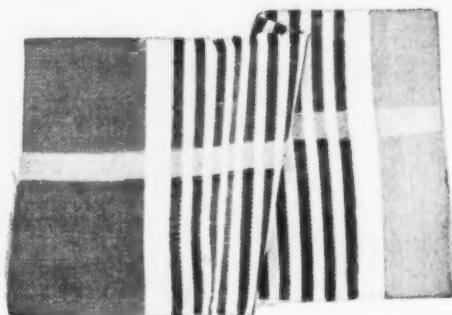




LITOP

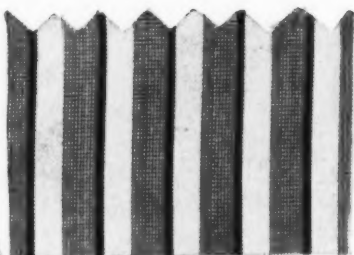
Your casual shirtwaist takes on new brilliance when harmonized with a colorful petticoat 3739, 11-18, 35c. At the left — Bold stripes in a button-up cotton coat-dress. 3768, 11-18, 35c. Of Avondale's Satin Stripe Sanforized Chambray. Right — Shoulder tucks fall into pleats — are caught at waistline — then fan out in the bouffant skirt. 3796, 11-18, 35c. Avondale's "Martine" Sanforized Chambray. Costumakers buttons, Coro jewelry, Criterion belts. All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.

A New Version of the Shirtwaist Dress



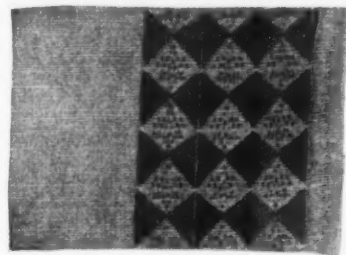
3778, Large crisp white collar sets off a pastel check. 12-20, 35c.

Peter Pan's satin check stripe
"Satie" that's Sanforized.



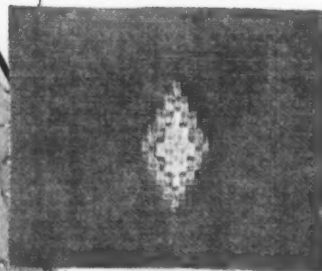
3705, Traditional shirtwaist styled in Schwarzenbach Huber silk broadcloth shirting stripe. 12-20, 35c.

3768, Indian motif translated in lavender and gold. Charming with puffed sleeves, simple notched collar, and a full-length row of buttons. Rokay's "Arizona Gems" dobby chambray. 11-18, 35c.



3688, Becoming scooped neckline and deep skirt pleats.

A Hope Skillman embroidered stripe cotton. 12-20, 35c.



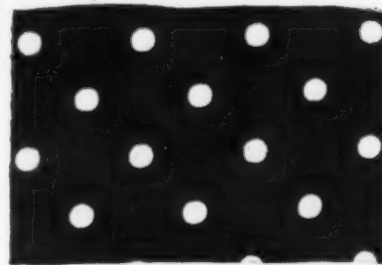
KOVEC

A New Version of the Shirtwaist Dress

3730. The first shirtwaist of Spring — in Cerey's heavy wool tweed for an unusual fabric treat. Collar and cuffs to contrast. 12-20, 35c.



8451. A generous collar tops this double-breasted dress. Schwarzenbach Huber silk shantung. 12-20, 50c.

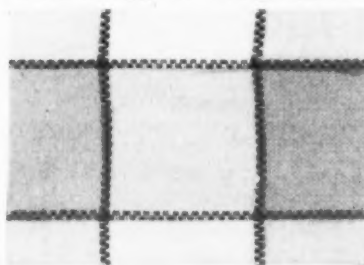


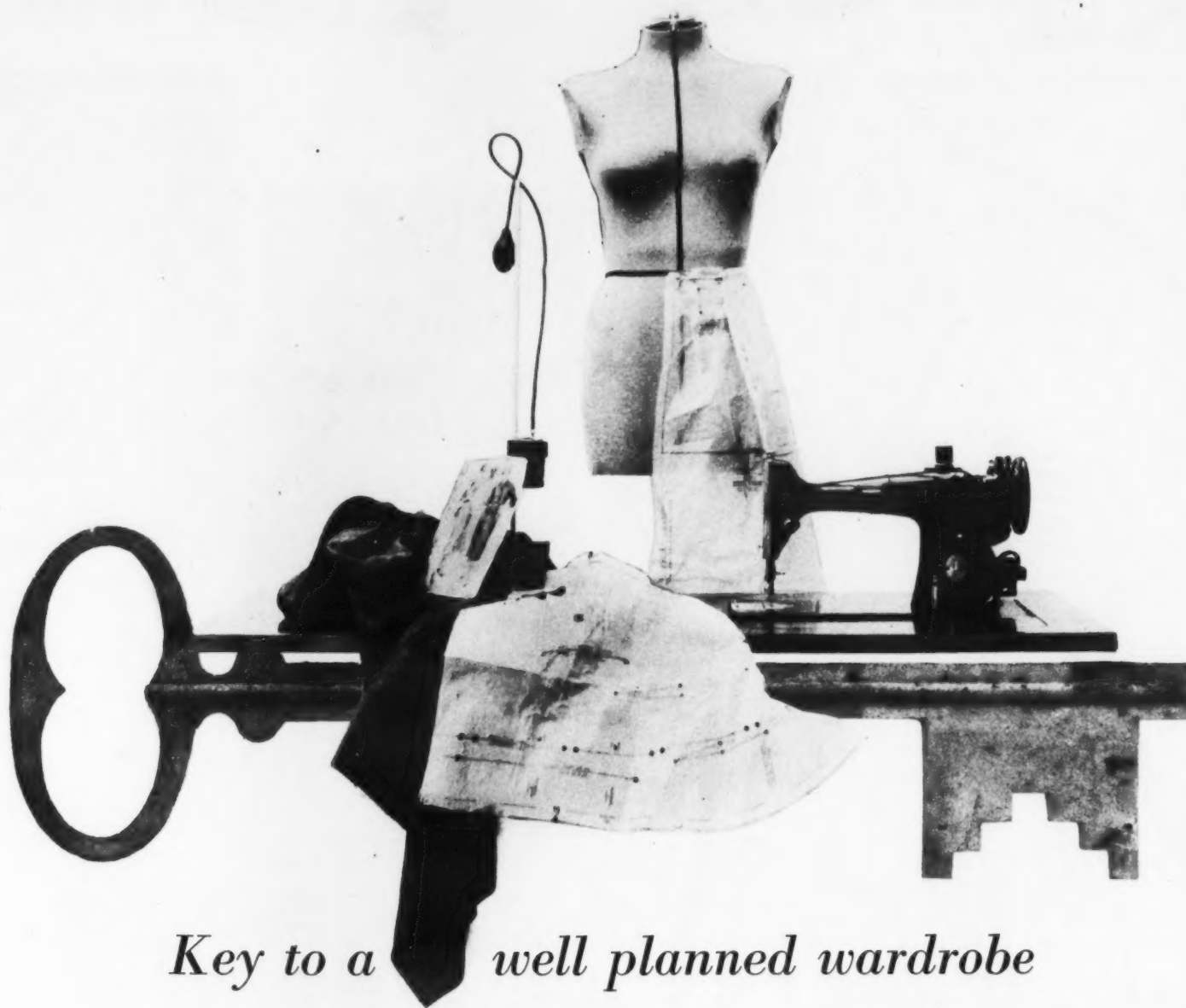
3750. A gentle yoke and a sweeping skirt spark this shirtwaist. Arthur Heiman's "Prudy" rayon polka dot. 12-20, 35c.



3693. Buttons play the lead on a coat dress with yoke detail. Dan River's Wrinkl-Shed textured check. 11-18, 35c.

All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.





Key to a well planned wardrobe

A well-planned wardrobe can belong to the woman of any age, any size, and can be kept within even the slimmest clothing budget. The success of your own personal collection of clothes, whether few or many, depends on how well they fit (the best reason we know for sewing your own), how many ways they can be worn, and most important, whether or not they've been chosen around one basic wardrobe idea. We call this idea the Key — and here in our eight page portfolio we've illustrated a different fashion theme for each of our important size ranges.

Key to a

well planned wardrobe

A BASIC DRESS



3779





FOR WOMEN

Key your wardrobe plans around one basic dress — or two or three. Add your own inimitable touch with accessories as you like. Choose your dress and coat from the left.

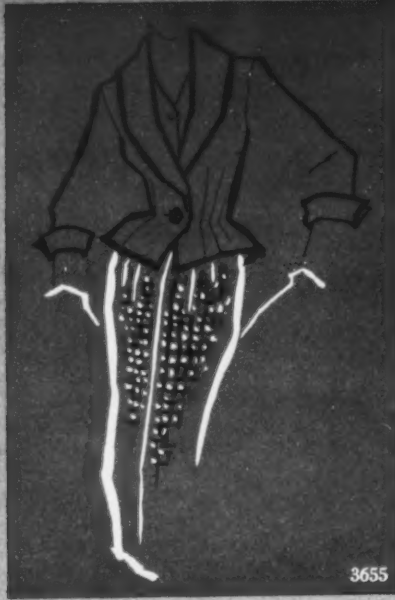
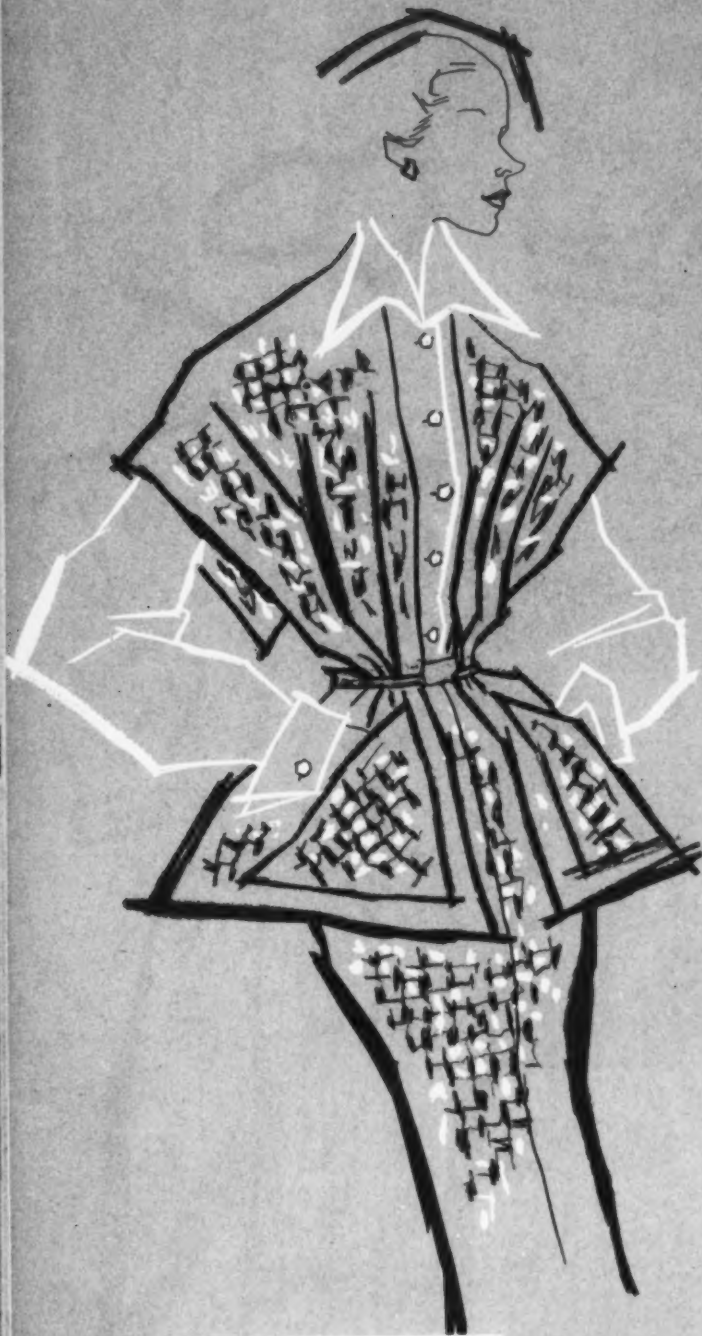
- 3779 — Checked coat-like dress with pocket detail, easy wearable skirt. 12-42, 35c.
- 3703 — Simply tailored dress stressing scalloped trim on the waist. Sizes 12-40, 35c.
- 3748 — Sleeve emphasis on a slim basic dress. Flattering V-neckline. Sizes 12-42, 35c.
- 8449 — A well-cut coat to wear over any and all of these dresses. In sizes 12-40, 50c.

FOR HALF-SIZES

If you are a mature woman, but require a pattern that is shorter in the waist and skirt, consider one of these key basic dresses in half-sizes illustrated on this page.

- 3498 — Dress to perfection with a slim silhouette. Points of accent — the well-notched collar, the three-quarter sleeves with cuffs, fly front opening. 12½-24½, 35c.
- 3691 — Another choice, a dress with a gently gored skirt, soft wing-like collar that goes to a V-shape and just-above-the-elbow sleeves with generous cuffs. 12½-22½, 35c.
- 3634 — For your "best" print, an elegant dress with sweetheart neckline. 12½-24½, 25c.
- 3342 — To top the dress a wonderful coat, moderately full, buttons high. 12½-22½, 25c.

All Simplicity Patterns are printed. Backviews on page 82. Yardages are on page 84.



3655



8453



3715

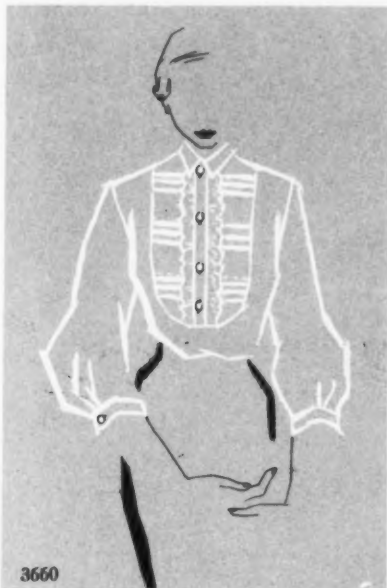
*Key to a
well planned wardrobe*

A SUIT



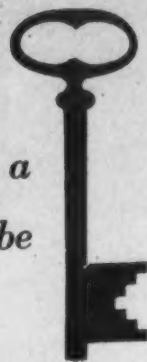
FOR MISSES

The key to a dramatic Spring entrance — one good suit in a significant silhouette. Left page: 8453 — The suit! wide skirt held out by crinolines topped by a jacket with a generously rolling collar, nipped waist and well-rounded hipline. Closing it is one huge button. Under the jacket, a weskit matched or contrasted, completes the picture. 12-20, 50c. 3655 — Mixmates! a slim skirt that sports pants' pleats plus a shaped stole to be belted, accented by triangle pockets. Wear the stole with the suit skirt, the jacket with the straight skirt. Stole and slim skirt: 24-32, 35c. Well-tailored blouse: 3715, 12-20, 35c. All Simplicity Patterns are printed. Backviews on page 82. Yardages are on page 84.

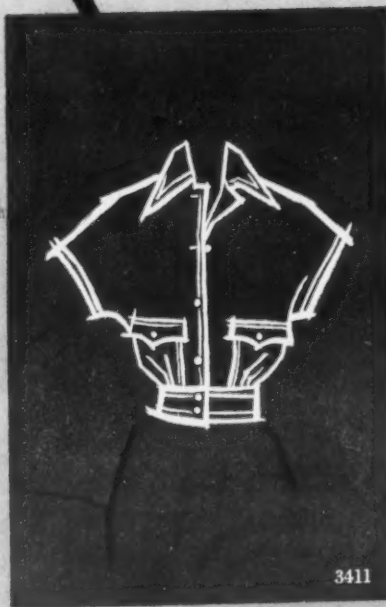


Topping either skirt: 3660 — Blouse with tucked dickey, chaste collar, 12-20, 35c.
 3700 — Yoke detail goes doubly, the collar stands high, short sleeves. 12-20, 25c.
 8453 — Wear the weskit as a blouse for warmer days or evening wear. Sizes 12-20, 50c.
 3681 — Grouped pleats fall from a yoke front and back on this blouse. 12-20, 25c.
 3671 — Cape jacket with the hint of cuffs, tie string under collar. Sm., Med., Lg., 35c.
 3777 — Blouse with fillip in stripes, cuffed short sleeves, wing collar. 12-20, 35c.

Key to a
well planned wardrobe

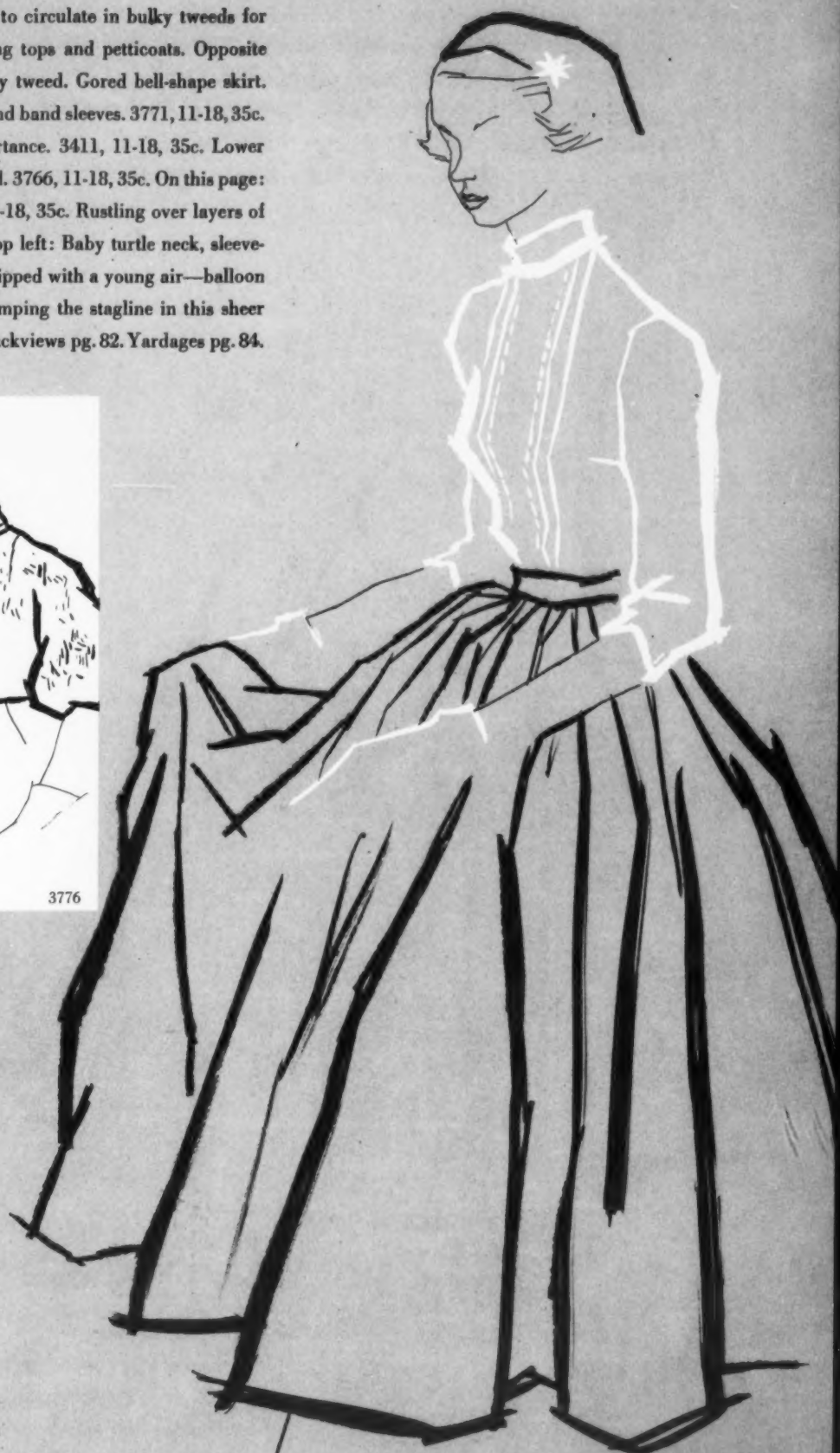


A FULL SKIRT



FOR JUNIORS

Keys of the Kingdom (for Juniors of course) — full skirts to circulate in bulky tweeds for day and party-going satins for late-day. Pass keys: Charming tops and petticoats. Opposite page: Short dolman jacket that hugs your midriff in nubby tweed. Gored bell-shape skirt. 3773, 11-18, 35c. Top: Boat neck blouse navigated in stripes and band sleeves. 3771, 11-18, 35c. Lower left: Battle jacket buttoned and pocketed with importance. 3411, 11-18, 35c. Lower right: Plaid taffeta petticoat that's meant to be seen and heard. 3766, 11-18, 35c. On this page: You're covered for evening in a high tucked blouse. 3771, 11-18, 35c. Rustling over layers of petticoats is the gathered circle skirt. 3774, 24½-30, 35c. Top left: Baby turtle neck, sleeveless jersey. 3771, 11-18, 35c. Top right: Toy poodle cloth clipped with a young air—balloon sleeves and boxy. 3776, 11-18, 35c. Lower left: "V" is for vamping the stagline in this sheer party blouse lit with festive lantern sleeves. 3714, 11-18, 35c. Backviews pg. 82. Yardages pg. 84.

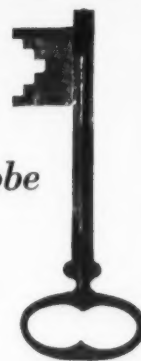


blouse 3771 skirt 3774



*Key to a
well planned wardrobe*

A JUMPER



FOR TEENS

Keystone in Suzy Teen's social date book is a basic jumper that pairs off with a trim blouse and fleecy cover-up — or stands out prettily by itself for evening parties. At the left: A weekday view of a full skirted jumper that takes on new brilliance with a bonny plaid blouse. 3677, 10-16, 25c. Top left: Shed the blouse for weekend dates — quicken with a rhinestone clip and tuck a chiffon hankie under the belt. Top right: A two-piece dress — the fitted jacket slips over the jumper for a second ensemble. The skirt is a swirl of unpressed pleats. 3696, 10-16, 35c. Lower right: Fleecy "snuggler" that cuffs high and teams handsomely with the jumper. 3463, 10-16, 25c. All Simplicity Patterns are printed. Backviews on page 82, Yardages on page 84.

BEAUTY:

You and Your Silhouette



From now to summer, you'll be seen wearing one of three basic silhouettes . . . each requiring a special foundation (See pages 54, 55), and, if you have will power, a few pounds less at your waistline. (See Helena Rubinstein's Seven Day Diet on page 80.) Essential to all skirts are one or more petticoats . . . as in the understory of our Cover fashion. And for fun, try your outer petticoat in one of the important new colors.

Under-Cover story:
Flexaire strapless bra by Flexees.
The petticoat is Widder
"Bouffant" taffeta.
Simplicity 3739, 11-18, 35c.

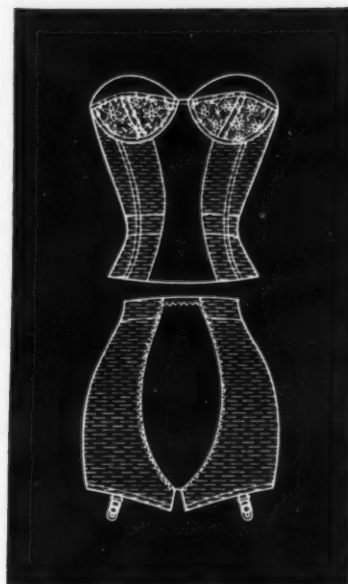


The Bouffant

Blouse top with puff sleeves,
nipped into the tiny waist
of a pouffed skirt with deep,
unpressed pleats. Blouse: 3714, 11-18, 35c.
Skirt: 3798, 24-32, 25c.
Cohama's "Douppioni" silk shantung taffeta.
Foundation: "Small Waist Bra" for a
waist cinch and strapless bra —
"Corsees Jr." pantie girdle. Both, Flexees.



MARK SHAW



You and Your Silhouette

Spring 1952 has brought with it three distinct silhouettes each demanding a special shape in the foundations you wear underneath. The Bell Shape emphasizes the snug bodice and gently flared skirt. The Sheath molds you into a slender vertical line.

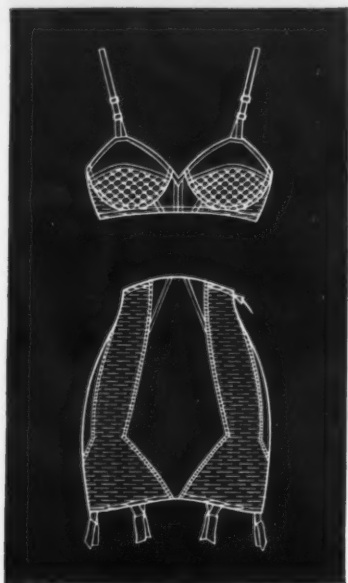
The Bouffant look gives you the balloon sleeve, tiny waist and the full, pouffed skirt. Flexees foundations.

Accessories: Madcaps hat. Dawnelle gloves.

All Simplicity Patterns are printed.

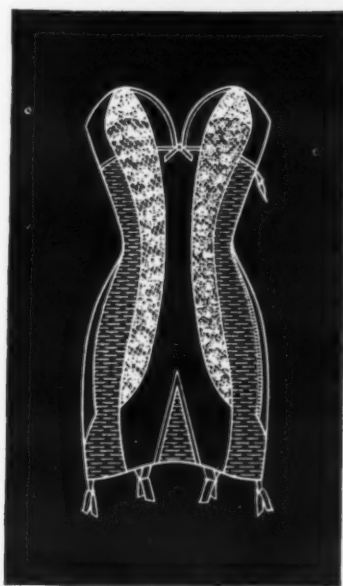
Backviews on page 76.

Yardages on page 78.



The Bell Shape

Slim molded bodice — a tiny collar and tight sleeves looking very snug above the modified flare of the skirt. Mallinson's nylon shantung. 3687, 11-18, 35c. Foundation: "Profile" bra and above-the-waist "Profile-Hi" girdle both of Orlon. By Flexees.



The Sheath

A slender you, achieved by the mobile sheath. Bow ties on the shoulders. Dress, and pocket stole bound in contrasting white. 3585, 11-18, 35c. Samuel Ehrman's embroidered butcher rayon. Foundation: One-piece strapless made of nylon and rayon. "Profile" by Flexees.



Toppers Go to Any Length

With Spring stressing both the slim and the bouffant silhouettes, toppers take on new significance and accommodate their length to flatter the underneath costume. For the bouffant skirt choose an above-the-waist jacket or a coat with pyramid lines. For a slim look, have a slender coat or three-quarter topper.

Top left: The "fuzzy-wuzzy" jacket cropped above the waistline looks almost like a cape with surprise sleeves. Twin patch-pockets mark the front. This is the shortie topper you'll want to counterbalance bouffant skirts. Hanora's Orlon fleece. Buttons, BGE Originales. 3776, 11-18, 35c. Top right: The three-quarter jacket that flares full. It has a gently rolling collar with a one-button closing, wonderous balloon sleeves to push to the elbows. Perfect over your slim skirt. Made of Anglo's lightweight wool Poodle Cloth. Jenny bag. 8449, sizes 12-40, 50c. Right: This time the topper is actually a beautiful coat with straight lines. Chicken-leg sleeves go narrow at the bottom to be pushed up. American Silk's rayon Toy Poodle. Stetson hat. Dawnelle gloves. 8420, sizes 12-20, 50c. All Simplicity Patterns are printed. Backviews pg. 76.





The chameleon "whirl-over" coat (or coat-dress) leads a double life. Here it is interpreted in two different fabrics, shown two different ways. Left: it's a pyramid-like coat worn loose. The collar rolls smoothly down the front, the kimono sleeves push high. Of Crompton Richmond "Great Wale" corduroy. Monet jewelry. Below: it's in a large plaid, belted and wrapped. Cone Export Sanforized "Play" denim. Both coats: 3761, 35c. Small, Medium and Large. Calderon belts. Yardages pg. 78.







A shepherdess costume for Mother and her small Heidi. One-piece dress with contrasting vestee, and decorative border print on skirt.

Mother's: 3485, 11-18, 25c.

Child's: 3500, 7-14, 25c.

Party orchids for Mother and Daughter. Another variation of the dresses shown on left page. Scalloped neckline, tiny waist. Mother's: 3791, 11-18, 35c. Child's dress: 3808, 1-6, 35c.



Family Portrait

Springtime is in the air and Mother and her family are busy planning for the warm days to come. Mother's first thought is that of having herself and her family attractively dressed for the active days ahead. What could be more pleasing than several Mother-Daughter outfits. They are sure to bring many compliments and Daddy and Daughter will be especially proud. To the Left: A delightful combination of "cotton candy pink" and "peppermint stripes." Bell sleeves, Peter Pan collar and scalloped yoke repeated at the hemline. Plain and stripe cotton by Valencia. Martin pink hair ribbons, Capezio shoes dyed "candy pink" to match. Mother's lipstick and polish "Bright Lilac" by Dorothy Gray, Mother's dress: 3791, 11-18, 35c. Daughter's: 3808, 1-6, 35c. All Simplicity Patterns are printed. Backviews 76, Yardages 78.



A cotton basic to fill your everyday needs. Tie on this attractive apron when company comes for dinner. Mother's dress: 3563, 12-20, 35c. Child's: 3564, 7-14, 25c.

Mother-Daughter apron set, in one size, 3741, 25c.

Family Candida

*the children go to a party*

The younger set will love these party clothes with double scoops of lace and ribbon trim.

Even Pluto, the pup, wishes he had on one of these new outfits as he eyes with admiration his young master's short suspender pants and white blouse edged in rick-rack. 8292, 6 mos. to 3 yrs., 35c.

The little girl playing Happy Birthday on the piano wouldn't trade her puff sleeved party dress with rows and rows of lace for a second helping of cake. 3753, 6 mos. to 3 yrs., 35c. Brother and sister's cottons are Springmaid "Kerland" Sanforized broadcloth. The lace trim is by American Fabrics Co. Top Left:

This tiny miss wears a checked dress and crisp petticoat hemmed with lace. 3781, 6 mos. to 3, 35c.

Toys shown are by the courtesy of the American Toy Institute.

All Simplicity Patterns are printed. Backviews on page 76. Yardages on page 78.

Photo: Left — Fisba imported plain and embroidered organdy. 3726, 1-6, 35c.

Right — Fisba "Superfine" piqué.

3757, 1-6, 35c. Rainbelle umbrellas.

Sketch: Left — Dotted swiss tied with a perky bow. 3786, 7-14, 35c. Right — American beauty velvet, 3723, 7-14, 35c.



Photo: Pretty as a birthday cake.

Big sister's dress, 3701, 7-14, 35c.

Little sister's, 3702, 1-6, 35c.

Of T. B. Lee's "Robia" sheer stripe voile that's Tebilized.

Sketch: Left — Party-favor-print iced with lace. 3725, 2-6, 35c.

Right — Surprise pink decked in ribbons. 3667, 1-6, 35c.



SKETCHES BY BOLIN

Family Candida

the children at play

"Let's play follow the leader" — and Jack and Jill will start the game rolling in their bright new playclothes made from patterns just like these: Photograph: Left — Full skirted jumper banded round the hem and tied in a pouf sash. 3534, 2-6, 35c. The boy's sturdy overalls can be worn with "T" shirts or sweaters. 3503, 1-6, 35c.

Both outfits are Cone Export Sanforized "Play" denim. Buttons are by Costumakers.

Sketch: Left — Plaid shirt and denim jeans. 3248, 1-6, 25c. Right — Checked sport shirt with short pants. Shirt, 2543, 4-16, 25c. Shorts, 2824, 4-14, 25c. Children's toys are

by the courtesy of the American Toy Institute. All Simplicity Patterns are printed.

Backviews are on page 76. Yardages are on page 78.

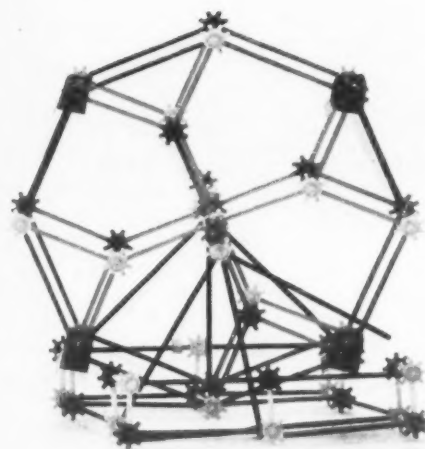




Photo: Left — Cape collar and bordered hem traced with braid trim. 3784, 7-14, 35c.

Right — Printed sundress has circle skirt. 3499, 7-14, 25c. Indian Head plain, printed and checked cottons.

Sketch: Loafer jacket, shorts and sun top in a sunny yellow. 2857, 7-14; 25c.



Photo: Durable denim pants and sport shirt etched with a contrast trim. 3025, 2-8, 25c.

Checked blouse with inserted yoke to match the jumper-skirt. 3026, 2-8, 25c.

Of Cone Export Sanforized "Play" denims, "Coolwave" checked plisse.

Sketch: Left — Pocketed jumper teamed with a puff sleeved blouse. 3782, 1-6, 35c.

Right — Candy striped pinafore. 3650, 1-6, 35c.



SKETCHES BY BOLIN





Looking to Summer

1. Dotted dress to wear from now 'til Summer. Full brief sleeves and cool neckline outlined in white. Unpressed pleated skirt. Arthur Heiman's shantung "Super Wongo" of Du Pont rayon. 3780, 11-18, 35c.

2. For sheer joy a "go many places" dress. Soft tuck traced on either side of the low neckline, easy mounted sleeves. Milton Blum's "Wonderlene" tissue gingham. Flower Modes flowers. 8452, 12-20, 50c.

3. If you're yearning for plaid look to this dress. Note the cuff-like collar, the button-down front and two out-sized pockets sparking the skirt. Dan River Wrinkl-Shed Starspun plaid cotton. 3611, 11-18, 25c.

4. The season's favorite — a striped dress with pleats released from the shoulders to waist, caught, then unpressed in the wide skirt. T. B. Lee's stripe "Robia" voile that's Tebilized. 3796, 11-18, 35c.

All Simplicity Patterns are printed.



5. Two textures, one color — a sweet and simple dress. Four gored skirt of eyelet is repeated in the briefest of sleeves. Plain cotton top. Roth's "Land O' Lace" plain and eyelet batiste. 3765, 11-18, 25c.

6. Eyelet plays a bold role on cotton. It's inserted in the skirt for trim and follows the line of the tucked neckline. Bates Disciplined chambray. American Fabrics Company eyelet. 3731, 12-20, 35c.

7. Look to warm weather in a dress with puffy sleeves, portrait neckline and skirt flaring out. Under the full skirt, a crinoline. Wm. Lind's "Alreco" Everglaze Cire pique. 3706, sizes 11-18, 35c.

8. A rib-hugging jacket to cover a sleeveless dress. Roleda's moire taffeta "Rolace". 8441, 11-18, 50c. Glen Raven's Microclear Mesh nylons worn. John Frederics "Charmers" hats, Coro jewelry. Backviews on page 76. Yardages on page 78.



8



5

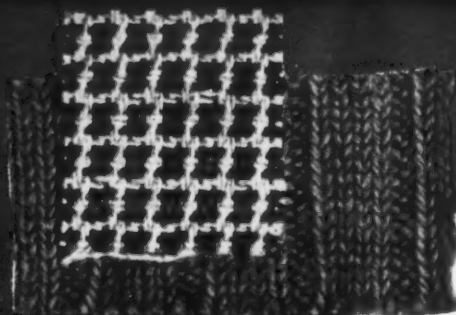


6



7

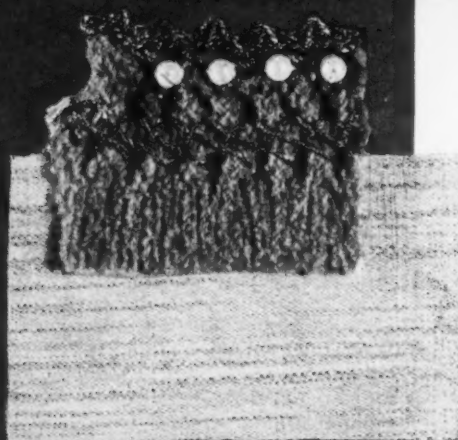
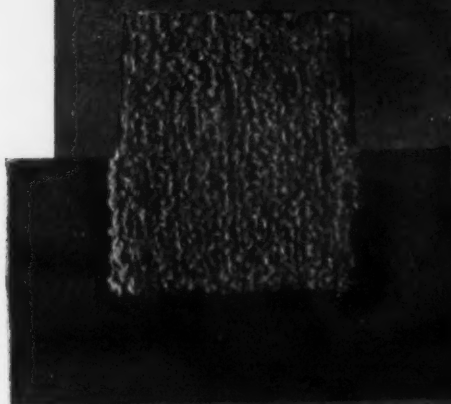
New Ways With a Sweater



TO KNIT: A sleeveless blouse with snug fitting neck-band, to wear under a casual suit or above an elegant skirt. Shown in a bright turquoise of Botany Brand Saxatone Yarn. Tweed skirt, a Botany Wool Coordinate. 3769, 24-32, 25c.



TO KNIT: An evening cardigan, with a novel treatment at the neckline and La Mode buttons to add a jewelled accent. Of lavender Botany Brand Boucle Yarn, over matched camisole and skirt of Botany wool flannel. 3691, 11-18, 35c.



TO KNIT: A pale grey evening blouse, trimmed with metallic gold and miniature pearls. Of Bear Brand Tricolaine Yarn or Fleisher's Silhouette, with a gold skirt of American Silk Mills' taffetized "Siltussa". 3774, 24½-30, 35c.



Calderon Belts, Accessocraft Jewelry, Wear-Right Gloves. All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.

*To obtain knitting directions:
Send a stamped, self-addressed envelope
to Yarn Crafts, Simplicity Pattern Book,
200 Madison Ave., N.Y., N.Y.*

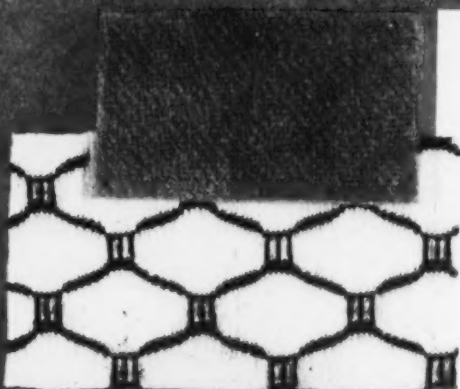


TO SEW: A very brief, dolman-sleeved bolero shown here in a soft coral colored wool jersey by Lebanon. Teamed with a bell-shaped skirt in mixed shades of coral and olive. Worsted tweed by Ria Herlinger. Ensemble, 3773, 11-18, 35c.



TO SEW: Striped and plain worsted jersey by Security, combined with Eichmann and Hecht's "Bridalglow" satin. The cardigan, 3411, 11-18, 35c. The box pleated skirt, 3798, 24-32, 25c. The cap-sleeved satin blouse, 3381, 11-18, 25c.

SONOROFF



TO SEW: A turtle-necked blouse with tucked front, in Wyner's Sag-No-Mor novelty worsted jersey. Camel color skirt, panel trim of navy, in Leon Bauling's Diana flannel. Skirt, 3762, 24-32, 35c. Blouse, 3771, 11-18, 35c.





Six Teens In A Whirl

For School

Three school girl outfits that received the most votes in the class "Popularity-Poll". Left: Best Dressed — Casual wear in ABC "QT" butcher rayon that's Tebilized. 3711, 10-16, 35c. Center: Class Leader — Blouse and skirt of Seydoux Michau "Promenade" double face cotton. Blouse, 3658, 10-16, 25c. Skirt, 3751, 10-16, 35c. Right: Freshman Beauty — Crisp little jumper of Bonafab "Criskay", sheer "Belaire" plaid blouse with balloon sleeves and Peter Pan collar. 3738, 10-16, 35c. All Simplicity Patterns are printed. Backviews on page 76. Yardages are on page 78.



LITOP

Six Teens In A Whirl

For Dates

Three show-stoppers for Saturday night dates at the Paramount Theatre in New York City. Left: Swirl of Jacob Rohner's iridescent silk organdy. 3711, 10-16, 35c. Center: Cap-sleeved striped party dress of Mallinson's rayon taffeta. Its Directoire bolero in Oneida taffeta. 3760, 10-16, 35c. Right: Off-the-shoulder printed organdy of Wamsutta's Suttasheer. 3752, 10-16, 35c. On these pages: Crisp crinolines under each skirt. Ciner glitter jewels, Dawnelle white shorties, Elegant leather belts, festive Martin Ribbon cummerbund and sash, Glen Raven's Microclear Mesh nylons.

The Well Dressed Woman

- 8440, Novelty check marked by crisp stand-up collar, perky bow, and apron-draped skirt. Sizes 12½-22½, 50c.
- 8444, Softly flared afternoon crepe. Scalloped neckline with insert, corded tie-belt. Sizes 12½-24½, 50c.
- 8443, Polished silk print lifted out of the usual by deep square neckline, jewelled buttons. Sizes 12½-22½, 50c.
- 8440, All-day favorite with double collar. Its punch line: buttoned cuffs and bodice. Sizes 12½-22½, 50c.
- 8430, Ribbed gold suit nipped in at the waist, rounded slightly through the hips. Sizes 12½-22½, 50c.



8444

$\frac{1}{2}$ Sizes



8440



8443



8440



8430



Women's Sizes

The Well Dressed Woman

- 8438, For the mature figure, a sweetheart neckline softly gathered, the gored skirt very wearable. Sizes 12-42, 50c.
 - 3637, Many season suit done in pink ottoman. Sizes 12-42, 35c.
 - 3690, Button-into-dress: the line of the collar extended into the bodice to give a bolero effect. Sizes 12-44, 35c.
 - 3767, Another soft skirt, this one a surprise because the pockets and collar are scalloped. Sizes 12-44, 35c.
 - 3779, Casual linen given new brilliance by cardigan button-down front. Facing repeated at the cuffs. Sizes 12-42, 35c.
- All Simplicity Patterns are Printed.
Backviews page 76. Yardages page 78.



8438

3779



Simple to make.... The Brief Bolero

TOP: fashion news and Simple to Make. All three boleros can be made from one pattern. 3746, Sizes 12-20, 35c. Don't stop with one — fashion several to wear above your newest full skirts, cool cottons and after-dark satins. Left: Miniature cape in a bright Crompton Richmond velveteen. Center: Casual cover-up with three-quarter sleeves. Skinner rayon and wool ottoman. Right: Compliment your short formal. Samuel Ehrman's embroidered organdy. BOTTOM: Left: Cool and tailored in "Alreco" birdseye pique by William Lind. Center: Evening bolero of cotton lace by D. Strauss. Right: The capelet fashioned in toy poodle by Hanora. Linings of Duchess satin by Earl-Glo. Armo Hair Canvas interfacing. Kramer's rhinestone jewelry. Dawnelle gloves. Coro gold jewelry. All Simplicity Patterns are printed. Backviews page 76. Yardages on page 78.



Free! Learn to make a \$10 dress look like a \$100 dress!

New High-style Stitches—without attachments!

Learn them all in one easy lesson at your SINGER SEWING CENTER

Here's the cleverest collection of fashion stitches you ever saw ... smart decorative touches that can make a dress look *ten* times its price!

And every one is a breeze to do—on a SINGER Sewing Machine. No attachments needed. You can learn them *all* in one short lesson—absolutely **free** of charge. No obligation.

See how easy, how much fun it is! Stop in at your nearest SINGER SEWING CENTER today!

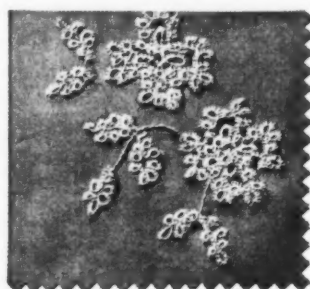


No attachments! Simple sewing does these exciting fashion stitches!

SPARK STITCH for a Handsome Housecoat!



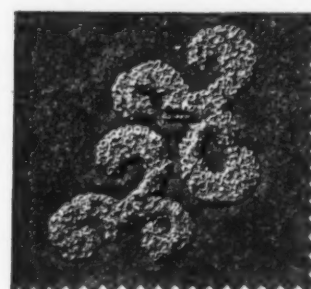
This glamorous housecoat was just another housecoat until given allure by means of a little extra time—and a new SINGER stitch! Does wonders for blouses, too. Equally pretty on taffeta, satin, rayon, wool.



BOUCLÉ STITCH for Smart Tweed Suit-dress!



Looks like something straight from the Rue de la Paix! But no—you can do it at home. Simply make a stitch adjustment on your SINGER, and away you go—glamorizing dresses, monogramming, decorating stoles.



CORDONNET for Enchanting Children's Clothes!



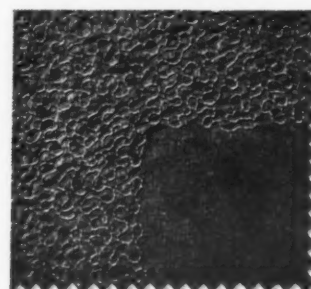
So dainty! This is what Grandma used to spend hours on—and shops still charge fancy prices for! So easy—when you learn on a SINGER! Adorable “trim” for baby clothes, big sister's organdy dresses, too.



METALLIC STITCH for Fabulous Evening Gown!



Imagine gleaming gold on an olive green dance frock! Or daytime linen collared and cuffed with silvery swirls! All it takes is imagination—and a SINGER—to turn the drabest dress into an outfit of elegance!



Make the SINGER SEWING CENTER your fashion headquarters. There you'll find every sewing need ... from smooth-stitching SINGER® Sewing Machines to sewing lessons and notions. At left is the SINGER SEWING CENTER at 1010 Nicollet Ave., Minneapolis, Minn. For Center nearest you, see classified directory under SINGER SEWING MACHINE COMPANY.

FOR YOUR PROTECTION, SINGER sells and services its Sewing Machines, Vacuum Cleaners, and other products only through SINGER SEWING CENTERS, identified by the Red “S” Trade Mark and the “SINGER SEWING CENTER” emblem on the window, and never through other outlets.

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU



*A Trade Mark of THE SINGER MANUFACTURING COMPANY.
Copyright, U. S. A., 1952, by THE SINGER MANUFACTURING COMPANY.
All rights reserved for all countries.

from SOUTH OF THE EQUATOR

See
this colorful collection
of
exotic hand Screen Prints
at
Leading Stores Everywhere

Simplicity Pattern
No. 3580

California Hand Prints
Ceylon - 2872



CALIFORNIA HAND PRINTS, INC.
HERMOSA BEACH, CALIFORNIA

Sewing Circle

CEDAR BLOCKS: Use Cedar Blocks to scent the clothes you sew and to bring the fresh, spicy aroma of cedar forests to your closets, drawers and storage spaces. Each stainless block is made of pulverized red cedar wood and is impregnated with a rich cedar oil concentrate to give lasting fragrance. Six Cedar Blocks attractively packaged by David Traum for \$1.00.

PLASTIC MENDING TAPE: Life made easy for the busy homemaker! Here's a clear plastic mending tape that you iron-on in a jiffy. "Irontex" is ideal for mending torn shower curtains, table cloths or party aprons. Use it on plain or printed plastics. Available in 1" widths for 10c and 25c.

CONTOUR BELT KIT: Quick-change artist! Give your skirts and dresses a treat with a colorful contour belt. The beauty of this shapely "cincher" is that you can make it yourself. The secret — simply iron your fabric right onto the belting. Your "Arvin Contour Belt" kit with simple instructions comes in three sizes: small, 21-26", medium, 26-31", large, 31-36". Backing colors: black, white, brown, gray. Send check or money order (no C. O. D.) for \$1.00 to: Friendly Korner, Box 517, Fairfield, Conn.

SELF-COVERED BUTTONS: Bright as a button! We think you're pretty smart if you make all your self-covered buttons the easy way. Just take a Risdon molded Du Pont nylon button . . . cut cloth to fit push-out pattern given on card . . . tuck cloth firmly in under button teeth . . . place shank of button in hole of spool, and press down. Five clear nylon buttons on a card for 25c.

CHALK SKIRT MARKER: Chalk one up for David Traum. They have a brand new skirt marker for \$1.25 that marks the hem and cutting line in one operation. It measures skirt lengths 6" to 21" from the floor, and marks hem 1" to 3" in depth. Packaged with your skirt marker is a compact cake of tailor's chalk.

STEAM IRON PRESS CLOTH: Here's a press cloth that we're all steamed up about. Made by David Traum of chemically treated non-woven cotton, it protects fabrics from spotting and iron shine . . . eliminates danger of scorching . . . and allows for pressing on right or wrong side of fabric. Surface dust and dirt is simply brushed off. Each package contains two 12"x30" cloths for 25c.

MANDARIN THIMBLE: To keep your nails polished and perfect, David Traum has a dainty little thimble with an inner raised portion. Available in all standard thimble sizes. Chrome finish thimble sells for 15c.

DRESSMAKER GUIDE: We found a "Dressmaker's Guide" designed by Mary Brooks Picken which can be used for spacing and marking tucks, scallops, buttons, buttonholes, and for all kinds of trimmings. It's a ruler in itself, made of lightweight aluminum and sold by David Traum for 29c.

SELF-THREADING MACHINE NEEDLE: In a "wink" your needle is threaded via John Dritz's Self-Threading Sewing Machine Needle. All you do is slide the thread down the shank of the needle and you're ready to sew. It fits most standard machines, is available at all notion counters and costs 49c.

SKIRTS GO POUF: A "Featherbone Hip Flare" — because a full skirt needs the push. This one fits around the waist and then starts out in all directions. Of firm cotton net with an outer rim of featherbone, it is as light as a feather. Warren's "Hip Flare" can either be sewn in a skirt or dress at the waistline — or worn on a separate waistband. Comes in black or white at approximately \$1.25.

RHINESTONE GLITTER: Veils have a special way when sparkled with snap-on rhinestones by John Dritz. In firm diamond settings and in many jewel colors, crystal and black, these dots of glitter add a festive note to blouses, dresses, gloves and belts. Twenty-five rhinestones for 25c.

How
does she
do it?



She has no Aladdin's lamp, no rich aunt, still this clever young mother and her ½ dozen children always look as though they had just stepped off the front cover of a fashion magazine!

Hers would be a unique story if there weren't so many others just like her — young mothers who make every stitch of clothing for themselves and their well-dressed families.

Simplicity PATTERN BOOK

published three times a year, in advance of each important season — Spring, Summer, and Fall-Winter, will keep you posted on the latest in home sewing fashions. For only *one dollar*, you can have a full year's subscription. Each big issue will be mailed directly to your home. Delivery, of course, is guaranteed. Don't take a chance on missing a single copy. Send in the coupon with a dollar **TODAY**. Your subscription will begin with the next issue.

SIMPLICITY PATTERN BOOK, Dept. Q
200 Madison Avenue, New York 16, New York

Please enter my subscription to Simplicity Pattern Book for

☐ 1 year (3 issues) @ \$1.00 ☐ 2 years (6 issues) @ \$2.00
☐ 3 years (9 issues) @ \$3.00

Enclosed is *\$ _____

NAME _____ STREET _____

CITY _____ ZONE _____ STATE _____

*Add 20c per year for all countries outside of U. S. possessions and Canada

SP '52

FASHION IS WHAT YOU MAKE IT



SIMPLICITY PATTERN NO. 8437

So make it smart, make it right with **SUPER-WONGO®**...a **HYBRAND®** just-like-shantung fabric of DuPont thick-and-thin rayon yarn. Try this gay Mexican Hat print for dress and coat lining...for the coat, nothing's better than **HYBRAND'S OAKIE DOAK®** rayon butcher linen...crease-resistant, guaranteed shrink-proof within 3%. **HYBRAND** fabrics are all-ways wonderful...wash-easy, wear-easy, sew-easy and so easy-on-the-purse. Ask for them at your favorite fabric counter.



Arthur S. Heiman Inc.

1412 BROADWAY, NEW YORK 18, N. Y.

BACKVIEWS OF FRONT COVER

BACKVIEWS FOR STYLES SHOWN IN THIS ISSUE





Make a crinoline petticoat for

Spring and make it last with

Crinolast^{*}

*fabric you can wash
or dry-clean . . .
needs no re-starching!*

A pretty crinoline petticoat is a must
for Spring. And the joy of using
CRINOLAST fabric is its *durability!*

It can be washed by hand, or
dry-cleaned dozens of times and still
it stays stiff and resilient without
starching. After washing and when
dry simply press it smooth with a
medium-warm iron. In colors
and black or white.

*Trade Mark of Chicopee Mills, Inc.

Simplicity Pattern #3739

Write for free leaflet, "*What's Underneath It All?*" giving
information on the washing and caring of crinolines. Address:

CHICOPEE MILLS, INC.

Dept. S12, 47 Worth Street, New York 13, N. Y.

APPROXIMATE YARDAGES

All Simplicity Patterns are *Printed*. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size	Yards	Width
2466	35	26	3 1/4	35"
2466	37	26	3	39"
2513	62	10	plaid fabric	1 1/2 35"
2824	62	10	1 3/4	35"
2857	63	10	3 1/2	35"
3025	63	6	shirt, 1 1/4	35"
			pants, 1	35"
3026	63	6	shirt, 7/8	35"
			skirt yoke, bolero and skirt, 1 1/4	35"
3248	62	4	shirt, 1 1/4	35"
			slacks, 1 1/4	35"
3252	36	14	plaid fabric, 4 1/4	35"
			contrast, 5/8	35"
3298	37	14	1 1/4	54"
3381	67	14	1 1/4	39"
3411	67	14	1 1/4	54"
3485	37	14	3 1/4	54"
3495	59	14	bordered fabric, 4 1/4	35"
			contrast, 5/8	35"
3499	63	10	2 1/4	35"
3500	59	10	bordered fabric, 3 3/4	35"
			contrast, 1/2	35"
3503	62	4	overall & jacket, 2 3/4	35"
3517	39	16	blouse, 2 1/4	35"
			skirt, 3	35"
			stole & facing, 2 3/4	35"
3534	62	4	1 1/4	35"
3538	38	16	3 1/4	39"
3547	35	16	skirt & bra, 4 3/4	39"
3560	35	28	bordered fabric, 4	39"
3563	59	16	3 3/4	39"
3564	59	10	2 1/4	39"
3580	34	14	4 3/4	35"
3583	37	14	pants, top and skirt, 5 7/8	35"
3585	54	14	3 1/4	35"
3611	64	14	plaid fabric, 4 3/4	35"
3637	71	16	3	54"
3650	63	4	1 1/4	35"
3656	37	14	2 1/4	35"
3657	32	28	2 1/4	35"
3658	68	12	1 1/4	35"
3667	61	4	2 3/4	35"
3681	32	16	2 3/4	35"
3687	54	14	4 1/4	44"
3688	43	16	4 1/4	39"
3690	71	16	3 3/4	39"
3693	29	14	long sleeves, 4 3/4	44"
3693	44	14	3/4 sleeves, 5 1/4	39"
3694	66	14	3 3/4	50"
3700	32	16	2 1/4	35"
3701	61	10	lengthwise striped fabric, 2 3/4	35"
3702	61	4	lengthwise striped fabric, 1 1/4	35"
3705	43	16	5 3/4	39"
3706	65	14	5	35"
3711	68	12	3/4 sleeves, 5	35"
3711	69	12	short sleeves, 3 1/2	41"
3714	31	14	long sleeves, 2 7/8	39"
3714	32	14	1 3/4	35"
3714	55	14	short sleeves, 2	39"
3723	61	10	3 1/2	35"
3725	61	4	2 3/4	35"
3726	61	4	dress, 1 1/4	39"
			pinafore, 2 1/4	39"
3730	44	16	2 3/4	54"
3731	65	16	3 1/2	39"
3732	27	14	4 1/4	39"
3736	32	28	3 3/4	35"
3738	68	12	blouse, 2 1/4	35"
			jumper, 4 1/4	35"
3739	23, 42	14	petticoat, 2 1/4	39"
3739	29	14	slip, short length, 3 1/4	39"
3740	30	14	2 7/8	35"
3741	59	one size	bordered fabric, 1	35"
3742	31	16	2 3/4	39"
3743	33	14	blouse, 1 3/4	44"
			skirt, 2 3/4	44"
3746	72	16	view 1, 2 1/4	35"
			view 2, 2 1/4	35"
			view 3, 1	54"

No.	Pages	Size	Yards	Width
3750	44	16	3 1/2	54"
			contrast, 1/4	35"
3751	68	12	3 1/2	35"
3752	69	12	3 3/4	39"
3757	61	4	2 1/2	35"
3758	60	2	1 7/8	35"
3760	69	12	blouse & skirt, 5 1/4	35"
			bolero, 1 3/4	35"
3761	57	med	6 3/4	35"
3762	67	28	2 3/4	54"
3765	65	14	blouse, 1	35"
			skirt, 3	35"
3767	71	16	4 1/4	35"
3768	42	14	3/4 sleeve lengthwise striped fabric, 4 3/4	39"
3768	43	14	short sleeves, 1 1/4	35"
3769	32	28	2 7/8	35"
3769	66	28	1 7/8	54"
3770	33	16	blouse, 1 3/4	35"
			skirt & collar, 3 3/4	35"
3771	35	16	view 3, 1 1/4	35"
			view 2, 1 1/2	35"
3771	67	14	3/4 sleeves, 1 3/4	54"
3773	67	14	skirt, 2 1/4	54"
			bolero, 1 3/4	54"
3774	23, 30	26	3 3/4	39"
3774	66	26	3 3/4	42"
3775	24	14	2 3/4	54"
3776	27	14	2 1/4	35"
3776	56	14	1 1/4	54"
3777	35	16	1 3/4	35"
3778	43	16	4 1/4	35"
3779	71	16	3 3/4	35"
			contrast, 1	35"
3780	64	14	3 3/4	39"
3781	60	2	1 3/4	35"
3782	63	4	blouse, 7/8	35"
			jumper, 1 3/4	35"
3784	63	10	2	35"
			contrast, 1 1/2	35"
3786	61	10	3 1/4	35"
3791	58	14	bodice & skirt, 3 3/4	35"
			contrast, 2 1/2	35"
3791	59	14	4 3/4	39"
3793	24	14	4 1/4	39"
3794	28	16	dress & stole, 4	54"
			contrasting stole facing, 1	54"
			dress, 3	54"
3796	42	14	5	35"
3796	64	14	4 3/4	35"
3798	55	28	lengthwise striped fabric, 2 7/8	39"
3798	67	28	1 1/4	54"
3808	58	4	bodice & skirt, 1 1/2	35"
			contrast, 1 1/4	35"
3808	59	4	2 1/4	35"
8292	60	2	shirt, 3/4	35"
			suit, 7/8	35"
8399	37	14	4 1/4	35"
8417	25	14	2 7/8	54"
			contrast, 1 1/2	39"
8420	56	16	4 1/4	44"
8427	38	16	2 1/2	54"
8428	23	16	3 3/4	54"
8429	21	16	5 1/4	39"
			stole facing, 1 1/4	39"
8430	70	16 1/2	3	54"
8432	25	14	2 7/8	54"
			contrast, 3/4	39"
8438	71	16	4 1/4	39"
8440	70	16 1/2	short sleeves, 4 1/4	39"
			3/4 sleeves, 2 1/2	54"
8441	65	14	5 1/4	44"
8443	70	16 1/2	2 7/8	54"
			contrast, 1 1/2	39"
8444	70	16 1/2	4 1/4	39"
8447	27	16	dress, 3 1/4	39"
			coat, 5 1/2	39"
8449	26	16	coat, 5	39"
8449	56	16	topper, 2 3/4	54"
8450	28	16	dress & bolero, 3 3/4	54"
8451	19	16	3/4 sleeves, 5 3/4	39"
8451	44	16	short sleeves, 5 1/4	35"
			contrast, 3/4	35"
8452	64	16	4 7/8	35"
8453	22	16	skirt & jacket, 4 7/8	39"
			weskit, 1 1/4	39"
8454	22	14	3 3/4	44"
8459	25	16	3	54"
8460	26	16	5	39"



Rule for today

No matter where you buy...
No matter what you pay...
Be sure your cottons never
shrink out of fit... Be sure
you see "**Sanforized**" on the
bolt end...and avoid shrinkage woes!

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



Simplicity pattern
#8454

Make this smart,
easy-to-sew suit
for a lot less
than you'd think!
(With the famous Diana Flannel)*

Who says suits are hard to make?

Here's a dream of a full-skirted suit you can sew with no trouble at all — very economically, too.

And for sheer luxury, make it with soft, soft DIANA FLANNEL... know you're fashion-right.

Perhaps you haven't met fabulous DIANA yet... although 'most everyone's heard of this butter-soft, all wool flannel. Made of the finest wools, in 40 new, straight-from-Paris colors, every inch of DIANA is completely preshrunk. (No bother for you — no shrinking out of fit, either!) And because DIANA's a generous 56" wide, you use less material, save precious dollars.

So start cutting today! The pattern's easy, DIANA's available at better stores everywhere, and the cost is so right for your budget!

*retails for about
\$3.50 the yard

LEON **BAULING** WOOLENS
CO. INC.

200 WEST 39th ST., NEW YORK 18, N. Y.

Your Silhouette

Here is a seven-day diet prepared for you by Helena Rubinstein. Before beginning the diet consult your doctor to make sure you are in good health. Once you have his approval, then follow these few simple rules. Do not drink with meals. Drink plenty of water *between* meals. Eat no bread, butter, potatoes, or fried foods. Limit all foods, except where specified, to one modest helping. Eat fruits that are in season. No nibbling between meals. No alcohol and limit salt intake. This seven-day beauty diet supplies you daily with 800 to 1000 calories.

First Day

Breakfast	½ grapefruit, coffee
Lunch	2 boiled eggs, 1 Ry-Krisp
Supper	Hearts of lettuce, 2 broiled lamb chops (no fat), julienne carrots, string beans, 1 peach
Bedtime	Yogourt or buttermilk

Second Day

Breakfast	½ grapefruit, coffee
Lunch	Mixed green salad with lemon juice, 1 slice Melba toast
Supper	Small tomato salad, roast beef (no fat), beets, broccoli, ½ grapefruit
Bedtime	Yogourt or buttermilk

Third Day

Breakfast	½ grapefruit, coffee
Lunch	2 egg omelette, 1 Ry-Krisp
Supper	Lettuce and tomato salad, 2 broiled lamb chops (no fat), spinach, yellow squash, 1 apple
Bedtime	Yogourt or buttermilk

Fourth Day

Breakfast	½ grapefruit, coffee
Lunch	Salad bowl of grated raw vegetables with lemon juice, 1 slice Melba toast
Supper	Small romaine salad, broiled halibut, grilled tomato, stewed celery, 1 peach
Bedtime	Yogourt or buttermilk

Fifth Day

Breakfast	½ grapefruit, coffee
Lunch	Fresh fruit salad with lemon juice, 1 Ry-Krisp
Supper	Celery hearts and radishes, Tenderloin steak, carrots, stewed plums (unsweetened)
Bedtime	Yogourt or buttermilk

Sixth Day

Breakfast	½ grapefruit, coffee
Lunch	2 scrambled eggs, lettuce and tomato salad with lemon juice, 1 Ry-Krisp
Supper	Small cucumber salad, broiled fish, new cabbage (lightly boiled), 1 stewed fresh tomato, ½ grapefruit
Bedtime	Yogourt or buttermilk

Seventh Day

Breakfast	½ grapefruit, coffee
Lunch	Tomato juice, hearts of celery and crisp carrot fingers, ½ broiled chicken, cauliflower, string beans, fruit compote (unsweetened)
Supper	Vegetable salad, 1 Ry-Krisp
Bedtime	Yogourt or buttermilk

For The Mother-To-Be



A slim sheath dress for the lady-in-waiting. Soft pleats in front regulate the waistline. Festive net overskirt is trimmed in ribbons for a party mood. 3617, 11-18, 35c. Below: Your favorite box jacket slit at the sides. The skirt band adjusts to fit by means of buttons. Allows for deep front pleats. Suit is 8434, 12-20, 50c.



Maternity duster that buttons up to a handsome collar. Big patch pockets, flared back and three-quarter sleeves. In 3763, 12-20, 35c. Below: Same pattern but interpreted as a coat-dress. Becoming Peter Pan collar, cuffed sleeves and comfortable criss-cross belt. Try making it in a crisp cotton or rustling taffeta.

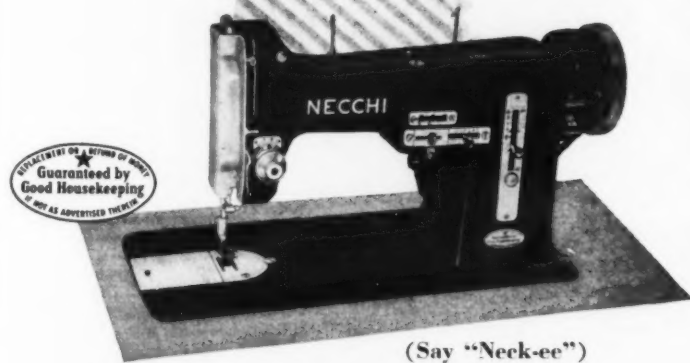


*these buttons
were sewn on
without attachments*

*by the
amazing*

NECCHI

sewing machine



(Say "Neck-ee")



Yes, it's true! Without a single attachment the Necchi sews on buttons and makes buttonholes... mends and darns... blind-stitches, embroiders, monograms, sews straight, zig-zag, forward and reverse... does all kinds of hand-finishing for you—quickly, easily! Here's more than you ever hoped to find in a single machine, at far less than you'd expect to pay! *Authorized dealers provide genuine Necchi parts and expert service in over 1000 cities.*

Look for this sign:



See the Necchi before you buy any sewing machine!

NECCHI SEWING MACHINE SALES CORP.
DEPT. J225, 164 WEST 25TH STREET, NEW YORK 1, N. Y.

— Please send me your FREE booklet.

NAME

ADDRESS

CITY STATE.....

West of the Rockies — Necchi Corp. of Calif., 412 West 6th St., Los Angeles, Calif.
In Canada — Necchi Sewing Machine (Canada) Ltd., 464 McGill St., Montreal, P. Q.

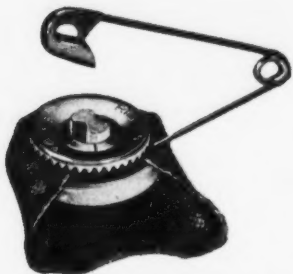
**"EVEN MY HUSBAND
CAN COVER RISDON'S
SELF-COVER BUTTONS
Perfectly"**

says Mrs. Carlton Johnston
of Waterbury, Conn.

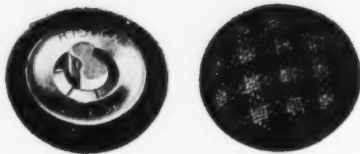
"It's so easy!"



Mr. Carlton Johnston



Just Tuck in Cloth!



Press Closed!



★ Exclusive
Push-Out Pattern
On Every Card
Gives Exact
Fabric Size

★ One Piece—
Nothing To
Assemble

25¢
Per Card

Look For The Black and
Red Card At Your Notion Counter

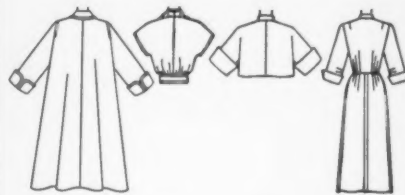
THE RISDON MANUFACTURING CO.

NAUGATUCK, CONN.

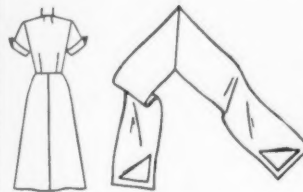
Manufacturers of The Guardian Line of Quality Notions

RISDON

BACKVIEWS FOR STYLES SHOWN ON
PAGES 45 THROUGH 52



3342 3411 3463 3498



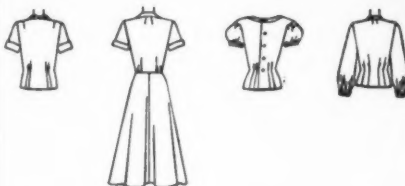
3634 3655 3655



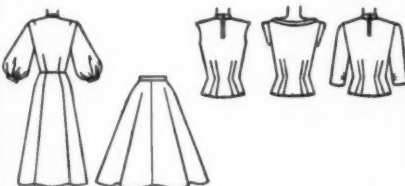
3660 3671 3677 3677



3681 3691 3696 3696



3700 3703 3714 3715



3748 3766 3771 3771 3771



3773 3774 3776 3777



3779 8449 8453 8453



**SEWING SUPPLIES, FABRICS
& ART NEEDLEWORK**

Thousands of sewing supplies, art needlework, yarns, crochet cottons, cords, instruction books, hook and braided rug material, quilt pieces, fabric remnants and equipment in our new, big FREE Catalog. Compare—and SAVE MONEY! Every item backed by MONEY-BACK GUARANTEE. Buy everything you need at huge savings. Write name and address on postcard for your FREE copy of valuable 64 page Catalog today!

SEWING ECONOMY, INC.
Dept. 1210, Rockville Centre, L. I., N. Y.

PASTE COUPON ON POSTCARD MAIL NOW!

SEWING ECONOMY, INC., DEPT. 1210
Rockville Centre, L. I., N. Y.

Send at once, your new, big, illustrated, FREE sewing economy Catalog. Thank you.

Name _____

Address _____

City & Zone _____ State _____

Sew Easily and Professionally
WITH
MAGIC STITCHER

**Greatest
Invention Since
the Needle**



\$2.95

Now you can do a professional job at home in half the time. Sew a beautiful invisible BLIND STITCH HEM without rethreading needle. Magic Stitcher holds a complete spool of thread. Do HEMMING, TAILOR-TACKING, APPLIQUE, BASTING, SHIRRING, SMOCKING—other stitches. Uses regular or ELASTIC thread. Light as a feather (1 oz.), fits palm of your hand. Completely illustrated sewing booklet included free.

\$2.95 postpaid (postage extra on COD's)
Money back if not delighted

Albin OF CALIFORNIA, Rm. 201

1401-35 W. 8th St., Los Angeles 17, Calif.

ALBIN OF CALIFORNIA, Rm. 201,
1401-35 W. 8th St., Los Angeles 17, Calif.

Enclosed find \$_____ for which please ship _____ Magic Stitcher(s) postpaid, to address below. Send COD _____

Name _____ (please print)

Address _____

City _____ Zone _____ State _____

A dream to handle
... a love to drape
IRISH LINEN
fashion's darling



Smart suits for spring—top-to-toe ensembles in fashion's favorite—Irish Linen. For the washability, wearability and smartness your sewing deserves, choose from the new colors of crease-resistant, sun-fast Irish Linen at your favorite store. When buying, ask for—and be sure it's marked—Irish Linen.



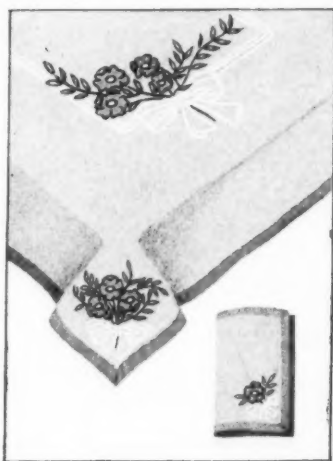
THE IRISH LINEN GUILD
1270 Avenue of the Americas
New York 20, N. Y.

Set With Linens

Enhance your sterling silver and china with a beautiful table setting in Irish Linen. And for a decorator's touch—applique with clusters of leaves or old fashioned bouquets of Spring flowers.



At informal luncheons set a pretty table with matching mats and napkins. For a modern motif, applique the leaves in navy and highlight on a vivid chartreuse. The napkins can be used also for tea table conversation. Design is a Simplicity Transfer, 7325, 15c.



In softest candle light your treasured table cloth and napkins will take on new elegance when appliqued in warm grays and pinks. To win "bouquets of compliments," try serving Sunday night buffet supper from this linen set. Transfer floral design is 7387, 15c.



Make your
3-color Ribbon Cummerbund
so easily at home

All you need:

1 yard of 2 1/4" Martin Gros de France or Silk Warp Petersham Ribbon—Color: Black ... 1 yard of 3" Martin Ribbon, same kind—Color: Fresh Lavender or Romany Violet ... 1 yard of 3" Martin Ribbon, same kind—Color: Engadine Rose or Dark Beauty ... 4 inches of 1/4" feather boning ... 5 sets of hooks and straight eyes ... Black thread, rose thread.

All you do:

1. Cut each piece of ribbon one inch longer than your waist measure. 2. With black thread stitch one edge of the black ribbon over the lavender-colored ribbon by overlapping slightly. 3. Lap one edge of the rose-colored ribbon 1/2" over the other edge of the lavender-colored ribbon and stitch together, using rose thread. 4. Make a pleat in the center of each end of the three stitched-together ribbons, to decrease the width of each end to 4". Stitch across each end, 1/2" from the edge, to hold these pleats. 5. From your remaining pieces of ribbon, cut two strips, each strip measuring about 2" x 5". (Color doesn't matter, because these strips are for facing.) 6. Take one strip, turn in 1/2" on long side, and stitch close to fold. Seam the other edge to the end of the cummerbund with a 1/2" seam. 7. Fold this facing to inside, fold in side-edges, and blind-hem them. 8. Tack the free edge to pleats. Sew on hooks, spacing them evenly. 9. Take the other strip of facing, turn in and baste 1/2" on each long side. 10. Fold this strip over the other edge of the cummerbund and topstitch, catching in the two edges of facing and the belt. 11. Slip the 4" piece of feather boning in at the outer edge of this facing. 12. Turn in the remaining edges and hand-hem them. Run a row of stitching close to the boning to form a pocket. 13. Sew the eyes on the inner edge of the facing.

And combine other colors

Tanagra, Black, Greysmoke ... Windblown, Shadopine, Wild Plum ... Russet Ember, Foggy Green, Sarabande ... Magenta, Hyacinth, California Plum ... Currant, Jasper Green, Old Gold.



Cummerbund of
Martin Velvet Ribbon
and
Nylon Taffeta Ribbon



Martin Velvet Ribbon
trim with Martin
Nylon Taffeta Ribbon

Wear a
Martin Ribbon
Cummerbund

(It's a flatterer!)



Martin 3-color Ribbon Cummerbund
and matching 3-color Ribbon Stole

Make a
Ribbon Stole to match!

All you need:

2 yards of 6 3/4" Gros de France or 6 3/4" Silk Warp Petersham in Engadine Rose or Dark Beauty ... 2 yards of 3", same kind, in Fresh Lavender or Romany Violet ... 2 yards of 2 1/4", same kind, in Black ... 4 yards of 5/16" velvet ribbon, in Beauty ... 3 1/4 yards of 5-1/16" velvet ribbon, in Black ... Matching thread.

All you do:

1. Stitch one edge of the 3" ribbon over one edge of the 6 3/4" ribbon. Overlap just enough to stitch. 2. Overlap one edge of the 2 1/4" ribbon on the 3" ribbon. Stitch full length. 3. Cover seam of the 6 3/4" ribbon and the 3" ribbon with a two-yard strip of 5/16" Beauty velvet. Edge-stitch carefully along each side of the velvet. 4. Cover the 3" and the 2 1/4" ribbon seam with a two-yard strip of 5/16" Black velvet. Edge-stitch carefully along each side. 5. Cut 19 six-inch pieces of Beauty velvet and 19 six-inch pieces of Black velvet. 6. Pin the strips on each end of the stole. Alternate with Black, then Beauty. Loop each strip, laying ends flat and edge-to-edge so that you have a 3" loop fringe. Baste into place. 7. Cut remaining Beauty Velvet Ribbon into two 11" strips. Lay one strip across each end and edge-stitch. This will cover loop-fringe ends and give the stole a nice finish.

Smart colors to choose from

Scarlet, Red Wine, Continental Green ... Light Coffee, Palomino, Old Gold ... Dark Beauty, Romany Violet, Grape ... Royal, White, Saxe Blue ... Burnt, Burnt Brandy, Pine ... Greysmoke, Currant, Pastel Turquoise ... Chartreuse, Wine, Frost White ... Mals, Victorian Purple, Steel Grey ... Red Agate, Beige, Continental Green ... Soldier Blue, Silver Frost, Saxe Blue.

Martin Ribbons have a reputation for
pleasing most particular women

Always ask for Martin Ribbons at good stores
Free! "How to Make Ribbon Cummerbunds"
Complete directions ... Just write Martin

MARTIN FABRICS CORPORATION
48 West 38th Street, New York 18, N. Y.



Simplicity 3773

Women who sew, like BluSurf Sportdenim for its soft texture, appealing colors and sturdy wearing qualities. You will find this high fashion fabric in a wide choice of colors and related stripes at your favorite store.

For a slightly heavier, vat-dyed denim, see Salute, ideal for adult fashions and for home decoration. Both fabrics are 36 inches wide, Sanforized.

ERWIN MILLS



Selling Agents: Joshua L. Bailly & Co., Inc.
40 Worth St., New York 13, N. Y.

Approximate Yardages

All Simplicity Patterns are Printed. Patterns are 25, 35, or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Page	Size	Yards	Width
3342	47	16½	3¾	54"
3411	50	14	2½	35"
3463	52	12	2	35"
3498	47	16½	3½	39"
3634	47	16½	3¾	35"
3655	48	28	skirt & stole. 2¼	54"
3660	49	16	2¼	39"
3671	49	Med.	1	54"
3677	52	12	blouse. 1¾ jumper. 3¾	35" 35"
3681	49	16	2½	39"
3691	47	16½	3¾	35"
3696	52	12	jacket. 1½ skirt & jacket trim. 2¼	54" 54"
3700	49	16	2½	35"
3703	46	16	4½	35"
3714	51	14	2	35"
3715	48	16	2½	39"
3748	46	16	3¾	39"
3766	50	14	2¾	35"
3771	50	14	1¾	35"
3771	51	14	¾ sleeves. 1¾ turtle neck. 1¾	54" 35"
3773	50	14	4½	39"
3774	51	26	3¾	39"
3776	51	14	1½	54"
3777	49	16	2	35"
3779	46	16	3¾	39"
8449	46	16	3¾	54"
8453	48	16	skirt & jacket. 3½ weskit. 1¼	54" 39"

WONDERFUL-THE
PROFESSIONAL "LOOK"
THEY GIVE TO
EVERYTHING I SEW.
SAVE TIME AND
EFFORT TOO!



WISS
PINKING
SHEARS

Famous
Model C—now
in two sizes, 7½" and
9". For easiest and most
efficient pinking of all fabrics.
7½"—\$6.95, 9"—\$7.95.

SEWING'S A
CINCH WITH
THESE NIFTY WISS
SEWING
SCISSORS



WISS
SEWING
SCISSORS

Indispensable for
trimming, darning, ripping
and of a quality to give you lasting
enjoyment. No. 815—5"—\$3.00*

BENT HANDLES
MAKE CUTTING
PATTERNS AS
EASY AS PIE!



WISS
DRESSMAKERS'
SHEARS

Sharp,
smooth and
comfortable for
precise tailoring.
No. 127—7"—\$3.75*

*Prices slightly higher Denver and West.

WISS
Shears and Scissors

J. WISS & SONS CO.
Newark 7, N. J.

Over 100 years of Quality Shears

Manufacturers of Shears, Scissors, Pinking Shears
Metal Cutting Snips and Garden Shears

GIANT SCISSORS CLOSEOUT BARGAIN

6 PIECE Guaranteed Perfect SCISSORS SET

For Every Sewing and Home Need



Guaranteed \$10.95 Value
ONLY \$5.95

UNCONDITIONAL GUARANTEE

Try these scissors AT OUR RISK. If after using them for 10 days, you don't agree they're WORTH MANY DOLLARS MORE, than the SPECIAL CLOSE-OUT PRICE you paid, RETURN FOR FULL PURCHASE PRICE REFUND.

1. ADJUSTABLE BUTTON HOLE SCISSORS. Automatically cuts any size button hole accurately.
2. PROFESSIONAL PINKING SHEARS. Makes perfect pinked edge on heaviest or lightest material, quick and easy.
3. SAFE 4" BLUNT TIP SCISSOR for bandages, or Children's use.
4. 7 1/2" ANGLE TRIMMER. With clip point for heavy trimming.
5. DELICATE EMBROIDERY SCISSOR. For all close needlework and Sewing.
6. HEAVY DUTY KITCHEN SHEARS. 1,000 USES—cuts fish, meats, vegetables, opens jars, bottle tops, cracks nuts.

MANUFACTURER'S LOSS—YOUR GAIN

Never before has this complete 6-piece set been offered at this amazing, LOW PRICE. One of the world's largest Manufacturers of fine shears has converted to war work and is clearing out his entire stock, at tremendous discounts. Act now—Examine set on 10-day NO RISK TRIAL.

Free of extra cost assorted sized needles and automatic needle threader

Rush your name and address to:
PACKARD MERCHANDISING CORP. DEPT. 1
52501, 286 FIFTH AVE., NEW YORK 1, N. Y.
We will send your GIANT SCISSOR BARGAIN COD, plus postage. Or send check or money order for \$5.95 and SAVE POSTAGE COSTS.

From a Reader's Notebook

(Continued from page 14)

the same. This is Simplicity Pattern No. 3697. The children covered the buttons with navy taffeta using PRIMS "Cover a Button".

Pinafores for little girls are as necessary in spring as new Easter bonnets for mothers. One of the sweetest styles is Simplicity Pattern No. 2822. For the children I selected Quadriga Cloth. The bodices are of soft blue, the skirt of multi-pastel stripes. The double ruffling on both the bodice and skirt presented the children with the opportunity to practice with the ruffler, which is actually one of the easiest machine attachments to control, also the most fun. Should a mischievous breeze tug at the full gathered skirt, one might catch a glimpse of the matching blue panties underneath.

I'll bet my flowered Easter bonnet that you have budding young sprouts at home who have talent ready to develop and burst forth like the petals of a bright spring flower in full bloom.

Most
Treasured
of
Pure Linens



MADE TO YOUR
ORDER... BY

You

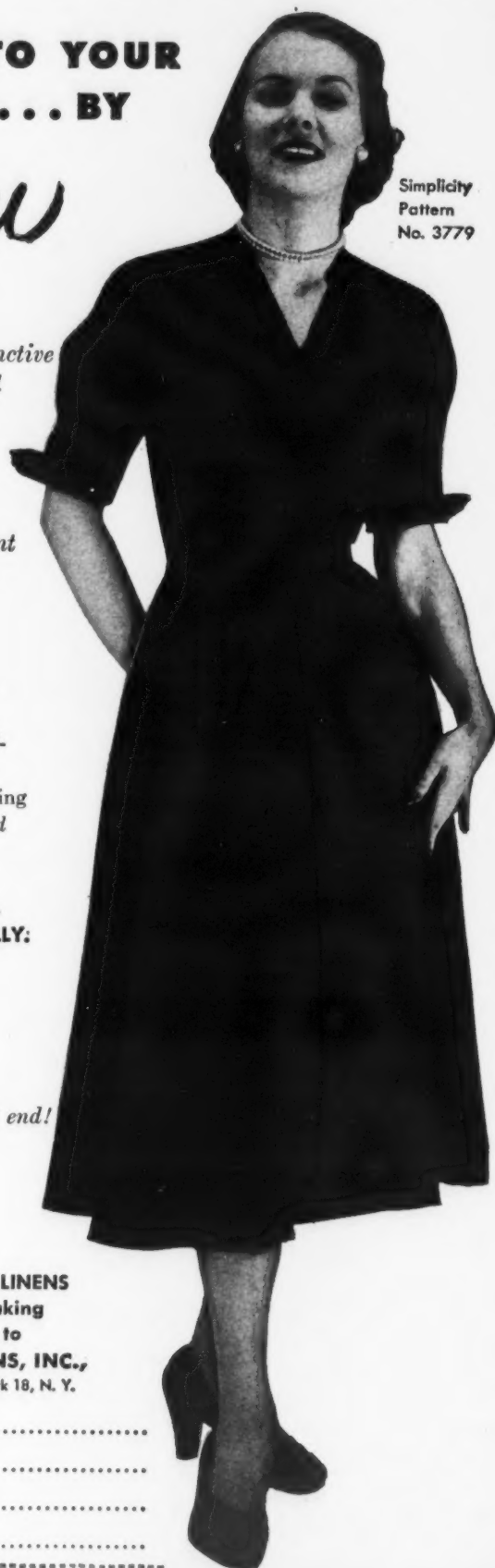
...for that distinctive
custom look and
fit... lovely,
lean, lithe lines
from which
figure-flattery
flows... brilliant
fashion-future.

OLD Keltic is the
fashion fabric...
crease-resistant, self-
refreshing... in
21 sun-and-tub-loving
colors... Sanforized
shrunk—Ireland's
brilliancy in pure
linen at its best...
GUARANTEED FULLY:

Always look for
"Old Keltic"
on the bolt end!

For Color Chart of
OLD Keltic IRISH LINENS
in all their breath-taking
hues, mail this part to
BLACKSTAFF LINENS, INC.,
15 West 37th St., New York 18, N. Y.

Name.....
Address.....
City.....
Zone..... State.....



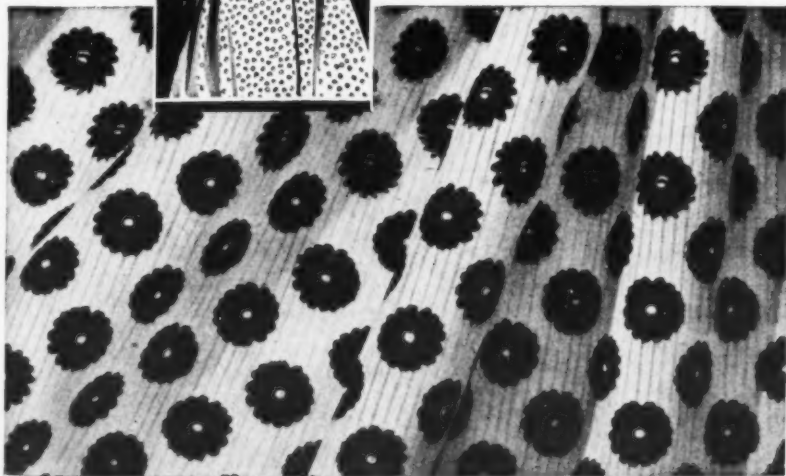
Simplicity
Pattern
No. 3779

Tissue Pique

FINE-COMBED,
SEMI-SHEER...
IN EXCITING NEW COLORS



Simplicity
Dress
Pattern
No. 8452



Reeves-Erenmade fine combed tissue pique is semi-sheer, delightfully soft, yet has body enough to tailor beautifully... and it's Sanforized—won't shrink more than 1%. The floral illustrated comes in green, toast, blue, purple or flamingo on white. It's one of a heavenly collection of prints on dark, light or white grounds—you'll love them for both town and country wear. Ask for them at leading stores or write to Reeves Brothers, Inc., 54 Worth Street, New York.

Reeves
ERENMADE
FABRIC

Your **SMARTEST** Choice
in
WHITE & SOLID COLOR
COTTONS



Sold over the counter
at leading Fabric and
Department Stores
throughout the country.

William Lind Co

83-85 Worth Street
New York 13, N. Y.



"And never a button to Sew..."

because they all have

GRIPPER*FASTENERS!

GRIPPER Fasteners eliminate the tedious job of button-hole making and are very easy to attach (you need only pencil, spool and something to tap with.) They won't pop off, chip or break — outlive the garment itself! Choice of 2 sizes at notion counters everywhere. 25¢ per card of 9.



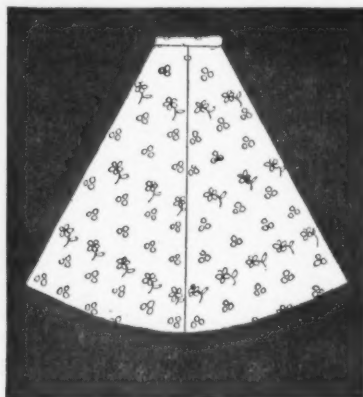
OAKVILLE COMPANY DIVISION
Scovill Mfg. Co., Waterbury 20, Conn.

© BY SCOVILL MFG. CO.

Keep A Stiff Under Slip



Three costume slips —
All 3766, 11-18, 35c.
Above: Rustling paper,
taffeta edged in lace
and cut with four gores.



This is the petticoat
you should wear two deep.
In starchiest eyelet or
crinoline, it's the lift
under every full skirt.

Striped taffeta — an
extra shapely costume slip
for shaping out your
coat-dress. It's pretty
enough to be seen.



Here's the Pattern for
Better Home Sewing!

Press as You Sew!

with the WEAVER

Pres KLOTH

Original Chemically Treated Pressing Cloth



Now! It's easy to steam-press darts, seams, hems, pleats and entire garments with the Weaver Pres Kloth. Gives a professional steam press with a dry finish. Safe to use on any fabric. Use any iron, dry or steam. No stick! No shine! It's a must for home sewing.

For pressing hard-to-reach places... shoulders, fancy sleeves, collars, etc. . . use the Weaver Pres Mit, (79c) or Pres Mit, Jr., (39c). Ask for these Weaver products at your department store or at any Singer Sewing Center. If not available locally send remittance with order to . . .



WEAVER PRES KLOTH CO., Omaha, Nebr.



Be Your Own MUSIC Teacher

LEARN AT HOME THIS QUICK MONEY-**SAVING** WAY

EVEN if you never dreamed you could play . . . you can soon surprise your friends. Spend just a few minutes a day . . . a few cents per lesson . . . teaching yourself to play piano, accordion, guitar, any instrument you choose.

This long-famous method makes it easy as A-B-C. Your lessons consist of real selections, instead of tiresome exercises. Some of our 850,000 students are band LEADERS. Everything is in print and pictures. First you are told what to do. Then a picture shows you how. Then you play it yourself and hear how it sounds. Soon you are playing your favorite music.

One of Our 850,000 Students "I never dreamed I would ever play. I didn't know one note. Today I play delightful pieces after only 2 months." — Mrs. D. B. Kerk, Nebr.

Send For **FREE BOOK**
Stop missing out on all the good times enjoyed by those lucky few who know how to play music. Mail coupon for Free Book and Print and Picture Sample. (No obligation; no salesman will call on you.) U. S. School of Music, Studio B1991, Port Washington, N. Y.

U. S. School of Music,
Studio B1991, Port Washington, N. Y.
Please send me Free Booklet and Print and Picture Sample. I would like to play (Name Instrument).
Have you
Instrument Instrument?
Name (Please Print)
Address



IT'S LIKE A
NEW SHIRT
for 50c

ALL I DO IS SEW ON A DUBLIFE REPLACEMENT COLLAR

When collars or cuffs fray: save shirts, save money with DUBLIFE. Well tailored of lustrous white Sanforized broadcloth (shrinkage under 1%)... ready to attach to old shirt in a matter of minutes.

IT'S SO EASY, TOO!

Simply rip off old collar, then stitch on new collar by hand or machine. Illustrated instructions are on every Dublife package.

THEY'RE GREAT STUFF!

Soft collarsea. 50¢
Non-wilt collarsea. 60¢
Wide spreadea. 65¢
with stays All Sizes 14 to 17½
Button cuffs 50¢ French cuffs 75¢

On sale at

DEPARTMENT STORE NOTION COUNTERS
or write for store name to
Dublife Collars, 200 Worth St., New York 13



Pamper Your Petticoat

Under every full skirt in this issue there is at least one crisp petticoat. With a little care on your part, they will live a long, out-standing life.

TAFFETA The rustle-bustle about taffeta is never wash. Always send your taffeta petticoats to the dry cleaners. Some taffetas have a specially treated paper-like finish, others have it woven in.

COTTON Give your cottons a beauty bath in liquid or warm starch. For a really stiff treatment — cold starch them after drying — then iron dry.

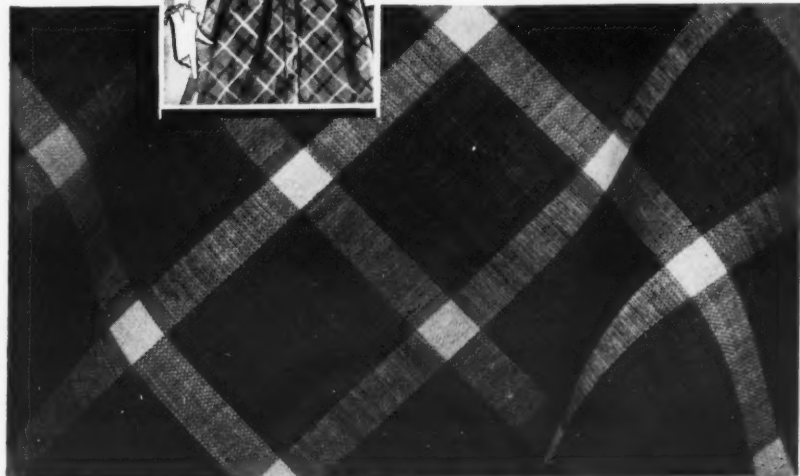
CRINOLINE Crinoline has more bounce to the ounce than any other petticoat. One of the new crinolines called "Crinolast" will retain its original crispness after washing or dry-cleaning. To perk-up between wearings, press with a hot iron.



Simplicity
Dress
Pattern
No. 3779

Tissue Gingham

SHEER AND CRISP
WITH PERMANENT
STARCHLESS FINISH



All the cool airiness of tissue, all the durability of gingham! These new Reeves-Erenmade fabrics are pre-shrunk and the permanent finish never needs starching. New, lovely color combinations—the plaid illustrated comes in melon-and-white on black or purple, mint-green-and-white on navy, powder blue-and-white on brown. Ask to see it and other Reeves-Erenmade tissue gingham at leading stores, or write to Reeves Brothers, Inc., 54 Worth Street, New York 13, N.Y.

Reeves
ERENMADE
FABRIC

you
can have
a dress
as lovely as
this
for less
than \$15

GENUINE
Kordé Fabric
TRADEMARK

"Kordelle"
another
Kordé Fabric first...
inspired by a
French design...
graceful, delicate
yet wonderfully
wearable.
For the first time
available at
down-to-earth prices
in a lovely range
of soft pastels,
tone-on-tone.
Cotton Batiste
or Rayon.
Wherever fine fabrics
are sold or write to...

Samuel Ehrman Co., Inc.
1372 Broadway, New York, N. Y.
Laces That Go Places

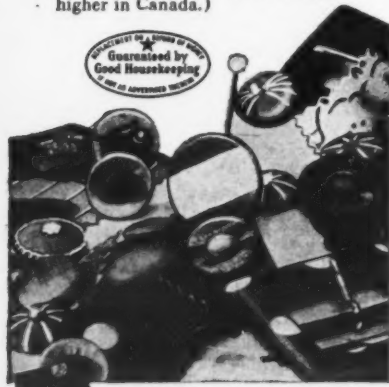
There's Nothing like
COVERED
Buttons & Buckles
to make
the style!



**The Buttons and Buckles
with a thousand faces!**

LASTING, ALL METAL buttons and buckles that are rustproof and heat resistant, can be covered or re-covered in a flash with no tools, paste, sewing.

Simply cover the metal shell with a circle of cloth, press in the precision-tooled metal back that fits securely with a click—presto—a professional looking button! Choice of sizes and styles, 25c a card at button counters everywhere. (Slightly higher in Canada.)



Make clever button medallions... get dozens of other valuable ideas in this interesting booklet "The Buttons and Buckles With a Thousand Faces!"

YOURS FREE! Just send a self-addressed, stamped envelope (at least 3 1/2" x 6 1/2" in size) to Dept. 51,

WILLIAM PRYM, INC., Dayville, Conn.

Mona Freeman

(Continued from pg. 36) started her professional career in New York with the Powers Agency. Ever since those teen days she has had a warm spot in her heart for Simplicity because many of her first assignments were modeling for the Simplicity school magazine, *Modern Miss*.

"I love clothes," Mona said as she curled up in a large wing chair, "but contrary to popular belief, a movie star can't snap her fingers and get a new wardrobe."

"I guess sports clothes are my favorites," Mona declared. "However, I like any outfit that isn't too high style and which features clean lines with precise tailoring. I have a weakness for separates, but I have to watch myself or I'm wearing one part too often."

Mona's home reflects her quiet taste and her penchant for efficiency. Like thousands of other young couples she and her husband, Pat Nerney, automobile agency executive, are furnishing piece by piece and room by room. In fact they have left part of the house almost completely unfurnished in order to afford a swimming pool first.

The entry hall and living room are Early American. Lemon yellow walls and golden brown wood paneling serve as a background for Pat's deep red leather chair pulled up by the field stone fireplace with Mona's brand new Windsor chair flanking the other side.

Their home is a young house and as Mona says it is geared to television. Each piece of furniture in the living room was purchased and placed with the TV set in mind. Explaining this she walked over to a beautiful grouping of pictures, grasped the large center frame and with a slight tug revealed a recessed television screen. She plunked herself down in her big wing chair and presto! the chair and ottoman revolved so she was facing the set.

Mona Jr. who is a tiny replica of her beautiful mother, insisted at this point on taking me on a tour of her special corner of the backyard. We saw the swing, the slide, the sandbox and favorite doll which she announced sorrowfully was sick and "would probably die Christmas."

When our conversation lagged

for a moment, Mona Jr. asked politely if I would please leave her for awhile, explaining: "It makes me nervous to have anyone watch me when I'm working and I must finish my baking."

She was preparing mud pies for all of us — and she served them later.

Back in the house Mona had her hair out of the curlers, brushed and ready to pose for the photographer.

"You know," she said as she changed clothes, "a woman can't go far wrong if she dresses to please her man. My Pat's pet peeve is a dress that looks cheap. He likes simple designs, practically no frills, but he insists on good material. And he likes clothes with lots of fabric to give them that elegant lavish look."

Mona Freeman operates on a budget and has some definite ideas on how to look well-groomed on a limited amount.

"The first must is not clothes," she explained. "It's good old soap and water. It doesn't cost much to have shining clean hair, buffed immaculate nails and a scrubbed skin. If you follow this beauty routine half your problem is solved before you even start to concentrate on a wardrobe."

"I think a girl should determine the styles that compliment her natural beauty and then stick to those styles. Don't dress like your best friend or anyone else — dress for YOU. Of course, it helps to have a husband with good taste."

Mona doesn't have any shortcuts for combining a career and home-making.

"I guess I am just lucky," she said. "One thing I never, never do is rush. I try to give myself plenty of time both at home and at the studio."

Right now she is sharing star honors with Tony Curtis in Universal-International's "Hear No Evil".

It is true Mona is usually calm and unruffled, but the entire household is in a dither over Mona Jr.'s approaching fourth birthday. Estelle, the housekeeper, is planning to bake a cake and of course, Mona Jr. has already offered to serve some of her famous mud pies — and probably will.

don't
say
lace-



say
mandelace

... the right way to buy the finest in imported and domestic laces from the famous house of Max Mandel Laces, Inc. There's a "MANDELACE" for you in every price range.

Look for "MANDELACE" at your favorite lace counter.

JUST PUBLISHED! A colorful booklet on the uses of lace and embroidery. Every home-sewer should have it. Send 10c today for your copy!



MAX MANDEL LACES, INC.

BROOKDALE FABRICS, INC.

119 West 40th Street, New York 18, N. Y.

Now! EASY-TO-SEW Factory Short-Cut METHODS

give your
"made-at-home"
clothes
EXCITING
Custom
LOOK!
LEARN AT HOME

It's easy to make dresses with Professional Technique. New, exciting methods, teaching proper PATTERN FITTING — do away with old fashioned processes of sewing. First real advance in home sewing in 50 years.

LEARN FACTORY SHORT CUTS AT HOME, and enjoy a custom made appearance in your wardrobe. Take full advantage of the wide variety of styles in READY MADE PATTERNS. Fully illustrated Lessons—and our Staff—give you step by step instruction, to make it easy and FUN to sew.

SAVE Money. EARN Money.

You may quickly pay for this new Course in savings on your clothes. The first dress you make—with the "Custom Made Look" as we teach you—may pay for your Course.

And, our "Money Makers" Lesson shows you how to earn extra money each week in sewing while you learn. Send postcard today for free Booklet telling about this unique, new low-priced home study Sewing Course, revealing secret professional short cut methods for the first time.

FREE
BOOKLET

GOOD DRESSMAKING INSTITUTE
310 So. Robertson Blvd., Dept. 5, Los Angeles, Calif.

Please send me your free Booklet, "How to Give 'Made at Home' Clothes the 'Custom Made' Look". Also include your 'Money Makers' to show me how I can earn while I learn.

Name..... Age.....

Address

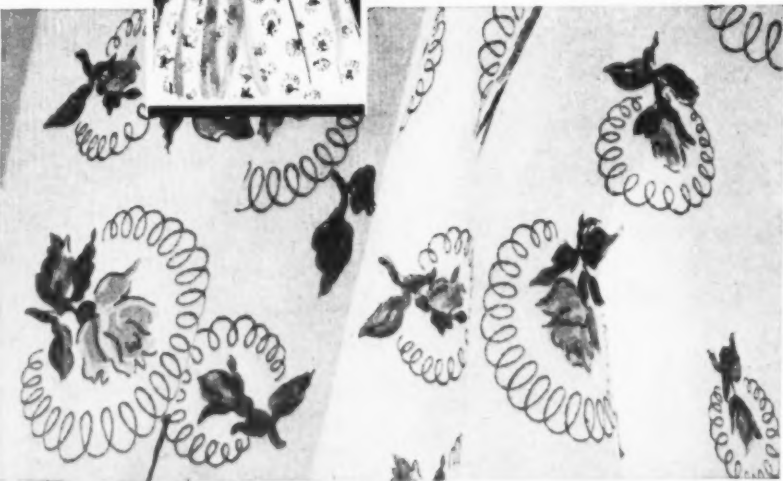
City..... Zone..... State.....



Simplicity
Dress
Pattern
No. 3765

Printed Dimity

FRESH AS A DAISY WITH
PERMANENT
STARCHLESS FINISH



This fine combed, pre-shrunk Reeves-Erenmade dimity is adorable for summer dresses and blouses. The crisp permanent finish never needs starching. The fabric illustrated has delicate black scrolls and pink, blue or yellow rosebuds on white ground. Other dimity patterns include geometrics in town shades and a variety of prints on pastels or white. Ask for them at leading stores or for name of store nearest you write to Reeves Brothers, Inc., 54 Worth Street, New York.

Reeves
ERENMADE
FABRIC



The March
of Dimes
Jan. 2-31

The march of polio is out-pacing the March of Dimes. During the last four years the nation has experienced its worst polio years in history. To win the fight against polio the National Foundation for Infantile Paralysis must raise enough money to do the job properly — and that job means pushing forward on the research and educational fronts as well as in the field of patient care. Thanks to the March of Dimes, boys and girls, and plenty of adults, too, have regained the ability to walk, to use their hands, and even to breathe normally again. In short, the March of Dimes is the powerful ally of all of us. This January give generously your dimes and dollars. "Don't short-change America's children".

LOOK

FOR THIS LABEL
ON YARD GOODS
AT YOUR FAV-
ORITE STORE

③ WIDDER ③

IT MEANS

- ✓ SKILLED WEAVING
- ✓ UNUSUAL CREATIONS
- ✓ SUPERIOR QUALITY
- ✓ PRICES THAT PLEASE

ASK FOR

MARVEN'E
WIDDER'S MARVELOUS
SHEEN GABARDINE
SUITING



SIMPLICITY
PATTERN
3775

To make your new suit this spring,
you'll want a fine texture like
MARVEN'E, the worsted-like fabric

with "Unidure," the crease-resistant finish that assures proper draping, plus freedom from wrinkles. Ideal for dresses and sportswear, too. MARVEN'E is made of selected spun Acetate and Viscose for beauty and durability. 45 Inches wide, in a host of fashion-right colors.

WIDDER BROS. INC. • 1441 Broadway • New York 18

TAKE A TRIP THRU THE
WIDDER MILLS VIA OUR
ILLUSTRATED BOOKLET.
Facts about fabrics you
never knew before,
plus hints on care and
washing. SEND COUPON
NOW FOR YOUR COPY
Enclose 25c, coin or
stamps.

WIDDER BROS. INC. • 1441 Broadway • N. Y. 18

Enclosed is 25c. Please send your 24-page illustrated booklet to

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SPB-Sp52

the trim makes
the fashion
when the trim is

Land o' Lace
Reg. U. S. Pat. Off.

Land o' Lace embroideries and laces make the simplest pattern a smart creation. Look for Land o' Lace at your sewing center, lace, notions and piece goods counter.

Afternoon dress with detachable panels. Size 16 requires 1/2 yard of Land o' Lace Imported French Chantilly lace No. 60068. White or black. Simplicity Pattern No. 8460



EMANUEL ROTH CO., Inc.
1407 Broadway, New York 18, N. Y.

"Griffon" fashion
scissors
and
shears
for
every
sewing
need...

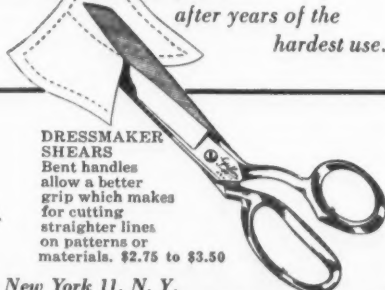


Griffon Scissors and Shears are tops in quality; hand created of the finest hot forged steel. Griffon Scissors and Shears are sharper... stay sharper longer... and can be re-sharpened after years of the hardest use.



PINKING
SHEARS
All Aluminum
frames. Will
pink every-
thing from
sheerest nylon
to heaviest
fabrics, \$4.95

DRESSMAKER
SHEARS
Bent handles
allow a better
grip which makes
for cutting
straighter lines
on patterns or
materials. \$2.75 to \$3.50



WRITE FOR STORE NEAREST YOUR HOME.

Griffon CUTLERY CORP.

151 West 19th Street, New York 11, N. Y.

Quality Cutlery to the American People Ever Since 1888

What Your Sewing Machine Can Do

Ruffling, always a favorite trimming on pinafores, petticoats and organdy curtains may be quickly and easily made with the aid of a ruffling attachment. This handy little helper pleats as well as ruffles, plus sews on the trim, all in one operation. Also, with its aid a facing may be added, ruffles 1 1/4" in width or narrower piped, ribbons and laces pleated.

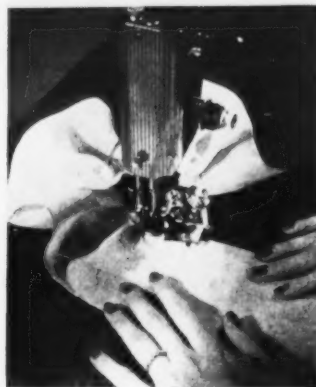


PHOTO COURTESY SINGER SEWING MACHINE CO.



Before using your attachment, make sure it is properly adjusted on the machine, and test for "fullness" on a scrap of fabric to be ruffled. A good

thing to remember — for full ruffles cut strip of fabric twice the finished length of the ruffle; one and one-half lengths for an average ruffle, and one and one-quarter for easing. In addition, the length of the stitch determines the gather. When a fine ruffle is desired use a shorter stitch. Likewise, a longer stitch will increase the "fullness" and make the gathers larger. Now most of the standard machines have a ruffler attachment as part of their equipment. If you don't have it, one can be purchased. Child's dress: 3726, 1-6, 35c.

IT'S EASY TO CUT
YOUR PATTERN ON THE
DRITZ
CUTTING
BOARD



Here is a really professional type cutting board to be used at home, and protect your table, bed or floor. The surface is marked every inch in each direction. You can pin the fabric along these marks according to the straight grain. Assures complete accuracy when cutting material either crosswise, lengthwise or bias. If work is interrupted before completion, pinned fabric and pattern can be folded inside the board and stored away.

Size 40" x 72" open; 19" x 40" folded. Price \$3.98

Ask for these Dritz Sewing Aids and many others at your favorite notion counter: Dot Snapper Kit, Dritz Button Makers, Dritz Skirt Marker, Dritz Tailor Tacker, Dritz Tracing Wheel & Paper, Dritz Self-Threading Needle,



JOHN DRITZ & SONS
New York 10, New York

Every woman who sews
for herself or for her family

NEEDS the NEW

My Double
de luxe



With MY DOUBLE, you are Seamstress and Model at the same time. Because MY DOUBLE is the one and only dress form that is molded in minutes—in your own home—to your exact figure proportions. Follows your figure changes through the years. Designed of sturdy Ferro-plast, it remains rigid as long as you desire—yet you can remold it again and again for every member of your family. Stops costly fitting mistakes, gives your work that professional touch. Built with a conscience to last a lifetime and save you a fortune. If you sew, you can't afford NOT to have MY DOUBLE... the only figure-true and remoldable dress form. See it TODAY at better stores or send for free descriptive booklet.

FREE
ILLUSTRATED
BOOKLET

SEND FOR FREE BOOKLET TODAY

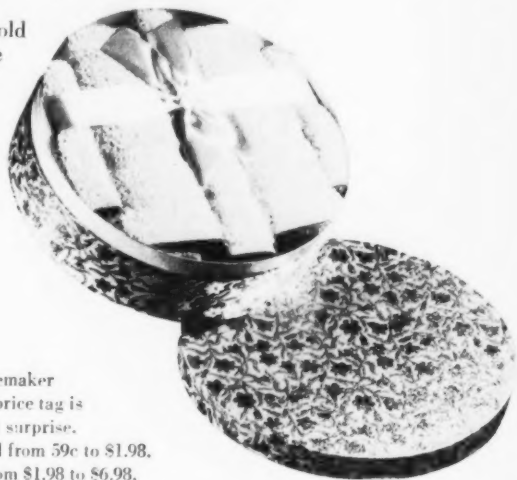
MY DOUBLE CO., Dept. 24
47 E. 44th St., New York 17, N. Y.
Please send me a Free descriptive folder of MY DOUBLE.

Name _____
Address _____
City _____ State _____

Bathing Beauties

Here's a shower present for the bride, a young girl's hope chest or for your own linen closet. We think you'll be as enthusiastic as we are about Cone's sparkling new bath towels. Their super-spongy texture makes them soft and fluffy, and able to absorb rapidly, more water than either a blotter or sponge. In addition, the towel's lofty loops dry back to original, luxurious softness.

In bath beauty colors — pink, blue, maize, green, flame and white, Cone Towels are packaged prettily in decorative gift boxes that later can be used to hold hankies, lingerie and gloves.



And for the homemaker on a budget, the price tag is always a pleasant surprise. Towels are priced from 59¢ to \$1.98. Gift sets range from \$1.98 to \$6.98.



*Simplicity
Dress
with Bolero
Pattern
No. 3760*

Ginghams

NOW
HAVE TOWN AND COUNTRY
AIRS!



These soft, fine combed Reeves-Erenmade gingham in smart new checks and plaids will play a big role in 1952 town and country fashions. They're Bradford Rigmel-finished—won't shrink more than 1%. The dress fabric illustrated comes in black-white-red, blue-white-brown, green-white-wine. Ask to see it and other new Reeves-Erenmade gingham in many exciting color combinations at leading stores . . . or write to Reeves Brothers, Inc., 54 Worth Street, New York 13, N. Y.

Reeves
ERENMADE
FABRIC



*Simplicity
Pattern
#3795*

Salyna®

always admired, often imitated, never equalled

The crisp-textured linen weave that sheds creases, withstands the sun, and is perspiration-resistant. Washable, of course, and simplicity itself to iron.



It isn't really "SALYNA" unless the name "SALYNA" appears on the selvage of every yard!

At the best stores in your city, or write
ST. GEORGE TEXTILE CORP.
119 West 40th Street, New York 18, N. Y.

YOU'RE
SEW-SMART®
WHEN
YOU
CHOOSE HANORA'S

Smoothie®
THE SOFTEST TOUCH

IN TOWN

It's *Sew-smart* because with "Smoothie," a full 54 inches wide, you need only 3 yards to make this billowing-skirted Simplicity Pattern ... and 3 yards costs a mere \$4.50 or so! And it's *Sew-smart* because you can choose from 14 Spring colors, each hand-washable rayon. See "Smoothie" at your favorite fabric store... you'll like it so for any garment you sew!


Simplicity Pattern No. 3788

A Princeton Knit Product

P.S. Use Hanora's "Make a Stole" kit—just hem and fringe it. About \$3.95

by the makers of Fabulous Fake Fur
HANORA FARRIES CO., INC., NEW YORK 18



Galey & Lord inc. fabrics from Burlington Mills 

1407 BROADWAY, NEW YORK, N. Y.

Sewing Circle



BUTTON! BUTTON! When your husband comes downstairs in the morning with a button off his shirt, here is a wonderful new Clip-On button that requires no sewing. All you have to do is push the stainless steel clip through the shirt, then bend the ends flat with your fingers. Once on, they are permanent, can't rust, won't tear the shirt, and are smooth inside. Best of all they are threaded to look hand sewn. Three on a card for 10c in white or khaki.


AFTER DARK GLITTER: Highlight your party dresses with David Traum's Hiawatha metallic sewing thread. It's tarnish-resistant and can be used on sewing machine bobbins or for fine hand embroidery and stitching. Your party aprons, table mats and dinner cloths will take on new sparkle too when embroidered with metallic thread. There are ten colors to choose from: Gold, silver, copper, light blue, royal blue, light green, kelly green, orchid, fuchsia, and red. 36 yards for 29c. Instructions included.

BUTTON GAUGE: A bright red gauge which simplifies button sewing by forming a shank automatically. It is also effective as a point former for collars, belts, lapels and removing basting thread. This particular gauge has a four inch ruler which is handy for measuring hems, tucks, and pleats. Will pick up lint and dust from most materials by rubbing it against the fabric. 19c by John Dritz.



for every woman who

**SEWS OR
DESIGNS**

wearing apparel . . . 

These books constitute a complete course in dressmaking
FUNDAMENTALS OF APPAREL DESIGN

By Harriet Pepin

Compiled from material used to train students at the Pepin Academy of Fashion, this new book furnishes tried and tested information on professional garment design and the artistic principles which underlie it. 262 pages, 339 illustrations. \$5.00.

MODERN PATTERN DESIGN

By Harriet Pepin

The professional secrets behind the modern block system of pattern design. Will enable the reader to reproduce exclusive, glamorous gowns by learning to cut designs from her own original ideas. 267 pages, over 1,000 drawings and diagrams. \$5.00.

PRECISION DRAPING

By Nellie Weymouth Link

Here is the first and only book on precision draping—creating a costume on a form. Contains forty step-by-step lessons that will enable even the beginning designer to turn out beautiful, professional-looking clothes. 166 pages, 504 illustrations. \$4.00.

MODERN DRESSMAKING MADE EASY

By Mary Brooks Picken

A modern guide and reference to dressmaking and to planning and wearing beautiful clothes. Includes helpful chapters on the physical self, color suitability, and how to buy value in ready-to-wear garments. 240 pages, over 1,000 illustrations. \$3.50.

At your favorite bookstore or use handy order form below.

Funk & Wagnalls Company, Dept. A 1090
153 East 24th Street, New York 10, N. Y.
Please send me the book or books checked below, and enclosed find check or money order for \$.....
☐ FUND. OF APPAREL DESIGN \$5.00
☐ MODERN PATTERN DESIGN \$5.00
☐ PRECISION DRAPING \$4.00
☐ DRESSMAKING MADE EASY \$3.50

Name

Address

City State

What Every Hard of Hearing Person Should Know

"CAN I GET a hearing aid without anything in the ear?—without any attachment to the head?—that doesn't need batteries?—without a cord? Can I get an aid I can wear so that NO ONE will know I am hard of hearing?"

A new FREE booklet, "What Every Hearing Aid User Should Know", by the author of a 700-page text on hearing instruments, gives you the FACTS. It tells the truth about hearing aids and will save you many hard earned dollars.

DON'T BUY UNTIL YOU READ IT!—until you know what every hearing aid user should know.

Just put your name and address on a penny postcard and send it to L. A. Watson, Room 84D, 21 North Third Street, Minneapolis 1, Minnesota. Your copy of this valuable booklet will come to you FREE in a PLAIN WRAPPER by return mail.

The Inside Story: Interfacing

Interfacing is as important a hidden detail in your soft Spring sheers and prints as it is on suits, boleros, toppers and coats.

The result of your made-to-order fashions will be smarter, more professional if you use interfacing to perk up the important details and to give body and shape to the garment.

There are various weights in interfacing. For tailored suits, dresses and coats in heavier fabrics select one of the several weights in Armo Hair Canvas.

For your nicest sheers and prints choose a light-weight sheer canvas like Armo Ever-Shape.

INTERFACING HEAVIER FABRICS

Armo Hair Canvas is an interfacing used on suits, coats and weightier dresses. It is excellent for tailoring because it molds well and gives body and shape to facings, lapels, collars, cuffs, peplums and pockets. Since it does not need to be shrunk or pressed, it can be cut out immediately.

This interfacing comes in various weights and usually in 25" widths. Colors are black, white,

and natural.

Hair Canvas contains a mixture of goat hair with wool, cotton or rayon. Finished by the Armo-set process, it is resilient, has crease resistance and shrinkage control. It also withstands the effects of weather as well as cleaning and pressing during the life of the garment. Be sure to dry-clean an ensemble made with Hair Canvas.

INTERFACING SHEERS

Armo Ever-Shape is a sheer canvas that does the same for a dress in a light-weight fabric that hair canvas does for a suit or coat.

It gives body and shape to facings, collars, cuffs, pockets and peplums. This sheer interfacing is smooth-surfaced and made with varying mixtures of wool, cotton and rayon. The surface hair has been eliminated so that it cannot come through.

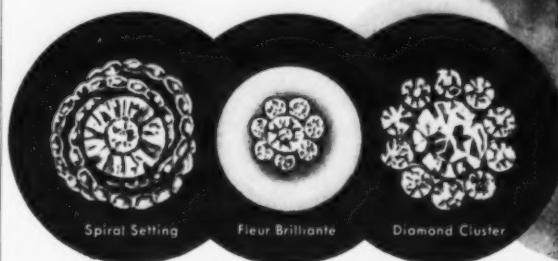
Like Armo Hair Canvas, it, too, is crease resistant, has resilience, and shrinkage control.

Ever-Shape is made in black, white and natural colors, and is dry-cleanable. Comes in one weight only, and is 25" wide.

WOMEN
WHO KNOW FASHION
CHOOSE...

Costumakers

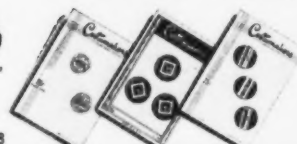
... and no wonder! Each Costumaker button is a masterpiece of fine design, a fashion compliment to fine clothes. See them at convenient variety chains and notions stores everywhere — 39c, 25c or 10c a card.



CYD CHARISSE in MGM'S
"THE WILD NORTH" starring
Stewart Granger—Wendell Corey

Costumakers

"BUTTONS THAT ARE MORE THAN BUTTONS"



LIDZ BROTHERS, INC., 250 W. 36th ST., N.Y. 18

AMAZING ARMO* INTERFACINGS USED INSIDE GUARANTEE THE "PROFESSIONAL LOOK" OUTSIDE!

**ARMO
HAIR CANVAS**
woven with goats' hair
for coats and suits

**ARMO
EVERSHAPE***
the sheer canvas
for all dresses

• GUARANTEED PRE-SHRUNK

• RECOMMENDED BY ALL PATTERN COMPANIES

Home sewing experts know that permanently crisp collars and cuffs... perfectly shaped pockets and peplums, depend on interfacings. That's why experts insist on Armo Interfacings! They know the lasting, shape-holding quality of Armo Interfacings is not affected by countless dry cleanings... that Armo Interfacings come in weights for every sewing purpose... that Armo Interfacings are the best! Do as the experts do... use Armo Interfacings to assure yourself that finished professional look.

Armo Interfacings are sold in the handy Dritz package at all notions counters.



Note the important points where Armo Ever-Shape is used to give crisp beauty and lasting shape retention.

ARMO INTERFACINGS ARE SOLD BY THE YARD AT ALL PIECE GOODS COUNTERS.

FREE! Write to Dep't S for booklet "Garment Construction by Armo." Shows how to improve your home sewing.



SHEERR BROS. & COMPANY, INC.
1407 BROADWAY, NEW YORK 18, N.Y.

it's easy...
and so-o-o expensive looking...

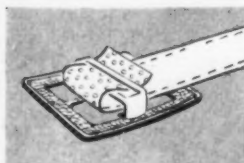
Cover your own buckle

with the new

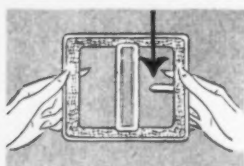
"BAC-A-NYLON" BUCKLE*

TRADE MARK

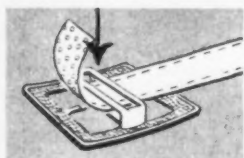
molded of DuPont Nylon



no stitching to
attach belt



built in prong



exclusive size
adjusting feature

The miracle-feature buckle is in a class of its own for appearance, special features and simplicity in making. Used on the most expensive dresses, it is the home sewer's answer to perfection in a buckle. Available in 3/4", 1", 1 1/4" widths... only 15¢.



BAC-A-BRAND PRODUCTS, INC. NEW YORK 3, N. Y.

*PAT. PEND.

Mesh Steps Ahead

This Spring the prettiest legs will be "stepping-out" to parties, sporting events and the office in mesh nylons. To prove our point: fashionably-alert women everywhere have endorsed the mesh stocking for beauty, sheerness, and much durability.

BETTER FIT

Mesh nylons are no longer the step-sisters of the stocking family. Today they are made to fit your legs to perfection. These "go with everything" beauties have reinforcements lowered to wear with every shoe you own. We are particularly intrigued by their seam-free ease: no more crooked seams to spoil the well-dressed leg, instead a beautifully fitted seamless stocking to give you that prized long-legged American look.

NEW IMPROVEMENTS

The difference in the mesh stocking of today is a finer, closer weave, looking for all the world

like delicate lace. Dyeing and knitting techniques have also advanced so that color is even in tone, and fit is smooth at the ankle, calf, and thigh.

PACE-SETTERS

Glen Raven was one of the first to offer to the stocking-conscious consumer the new improved mesh nylon. Their Microclear Mesh sets the pace in all aspects: better fit, even color, sheer beauty. (Marked 15 denier, 400 needles which is comparable to 15 denier, 51 gauge in a full-fashioned regular knitted stocking.)

YEAR-AROUND MESH

At this point we would like to stress that mesh hose are non-seasonal. For the Winter season, Spring and on through Summer you will find them cool, comfortable and a perfect blend for your latest fashions. They also keep-in-step by coming in a fresh palette of new shades.

H. BATES CO. INC.

Quality Fabrics, Imported and Domestic, head the Honor Roll for Style, Beauty and Texture.

On sale at leading Fabric Departments.

H. BATES CO., INC.
NEW YORK OFFICE AND SHOWROOM
120 W. 42nd ST. NEW YORK

Fashion is calling
for wider
self-fabric
belts

"BAC-A-BELT"
TRADE MARK
BELT BACKING

introduces the new 1 1/4" width

washable... cleanable...
in 8 fashion-right colors

Make your own self-fabric belt at home with "BAC-A-BELT" and you'll be "First in Fashion"!...
3/4", 1" widths... 10¢ per yard.
The new 1 1/4" width... 15¢

BUCKLES TO USE WITH BAC-A-BELT
"BAC-A-BUCKLE"... plastic buckle which requires no cleaning... 10¢
"JIFFY" BUCKLE... metal frame... 10¢
"BAC-A-NYLON" Buckle... DuPont Nylon frame... 15¢

Available at your favorite notions counter.

BAC-A-BRAND PRODUCTS, INC. NEW YORK 3, N. Y.

Nylon Notes

Here are a few sewing hints to help you handle your nylon fabrics with a light touch, and with assurance that your garment will be well sewn.

MACHINE SEWING

1. Always use nylon thread to sew nylon fabrics.

2. Select needle size with weight of fabric in mind. Size 11 is best for sheer fabrics, size 14 for medium weights, and size 16 for heavy weights. The needle should always be sharp, and free of any rough spots.

3. (A) Tension on needle thread is most important. Adjust to approximately $\frac{1}{2}$ the drag normally employed when sewing with mercerized. If the thread breaks, or seams pucker, the tension is too tight.

(B) When winding bobbin, the tension must be light and even. Just enough tension needed to wind evenly, but *without* stretching the nylon thread.

(C) Always "test stitch" on scraps of fabric *after* both adjustments recommended above have been made. Select number of stitches to inch, just as when sewing with mercerized.

4. To thread needle, cut thread with scissors and insert in eye. Do not twist cut end of thread.

5. Always cut threads at end of seams. Do not break them. Broken threads make puckered seams.

6. Pink nylon tricot seams.

7. Use nylon seam tape and nylon bindings

HAND SEWING

1. Sew with shorter lengths of nylon thread than if you are using mercerized.

PRESSING

1. Turn dial on iron to "low rayon" setting, *or*

2. Use steam iron, *or*

3. Press with damp cloth.

For a wide color range in nylon thread, Heminway & Bartlett have 60 shades at 10c a spool.

Why pay 3 times the price? You cannot buy better quality than

Serval

ZIPPERS

...only

10¢

Only Serval Zippers give Dressmakers and Home Sewers all these quality Guarantees



REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN



Now Serval brings you a fine, high-grade zipper of superior quality for only 10c. See the complete color range of SERVAL ZIPPERS today at Notion Counters everywhere. For neck-openings, dress and skirt plackets and other uses. 5", 6", 7", 8", 9" zippers—10c. Slightly higher for longer lengths.

Each Zipper in Cellophane package.



Serval SLIDE FASTENERS, INC.
Flushing, New York

Distributed by
NEW YORK MERCHANDISE CO., Inc. 32-46 West 23rd St., New York 10, N. Y.

make it the right way
with
DOT SNAPPERS

THE ONLY FASTENERS
WITH THIS PROFESSIONAL
ATTACHING TOOL



It's easy to attach snap fasteners the right way — the professional way — with the Dot Snapper attaching tool. *You get it only with Dot Snappers.* And only Dot Snappers give you the same fabric-flat laundryproof fasteners you find on ready-made garments. Be sure you get genuine Dot Snappers! Ask to see the attaching tool! At notion counters only; no mail orders please. John Dritz & Sons, New York 10.

Snap Jumper
Simplicity Pattern
No. 3669



DOT SNAPPERS KIT
\$1.00
Refills 25c

ANOTHER **DOT** PRODUCT OF UNITED-CARR FASTENER CORP.

It's Exciting to Design Your Own

DISTINCTIVE FASHIONS



The woman who is trained in the fashion arts is indeed fortunate. Her abilities open new vistas of creative splendor. Hers may be the joy of a lavish wardrobe designed and completed at considerable saving.

DRESS MORE SMARTLY Learn at Home, In Spare Time

To be able to design clothes for yourself and family is a real personal accomplishment. You may know the thrill of creating your own glamorous gowns and amaze your friends with your flair for original designs. Now it's possible for those with aptitude and talent to secure a thorough basic training in Fashion Designing in spare time at home.

FASCINATING WORK

Dress designing is truly a woman's vocation—one which is never monotonous, for with one gown completed, another one of entirely different nature is started, each is a new adventure. Once you have learned the fundamental principles and gained experience designing for neighbors and friends, your training may lead you into a dignified career—even a shop of your own some day.

EXPERIENCED TEACHERS TRAIN YOU

Our staff of teachers guides you step by step in this basic foundation instruction. The N.S.D.D. "learn-by-doing" method is thorough and practical. While helpful, previous experience in dress-making, sewing or fashion sketching is not necessary. Tuition and terms surprisingly low. Student's dress designing equipment included. Employment guidance. Mail coupon for FREE booklet today.



NATIONAL SCHOOL OF DRESS DESIGN
835 Diversey Parkway, Dept. 1331
Chicago 14 Illinois

FREE BOOKLET Send coupon today for FREE booklet, "Adventures In Dress Design," if you feel you have natural talent for the field of fashion. Send postage prepaid without obligation.

MAIL COUPON

NATIONAL SCHOOL OF DRESS DESIGN
835 Diversey Parkway, Dept. 1331, Chicago 14, Ill.

I am interested in a well paid career as a Dress Designer. Please mail me Free Booklet "Adventures In Dress Design."

Name Age
Address
City Zone State

Accessory Information

Listed below are the addresses of accessory houses which we have featured editorially in this issue. All companies listed are located in New York City.

BAGS AND BELTS:

Calderon Belts ... 366 Fifth Ave.
Criterion Belts .. 16 East 34th St.
Elegant Belts 6 East 32 St.
Jenny Handbags ... 20 West 33 St.
Roger Van S. Bags. 286 Fifth Ave.
Ronay Bags 1 East 33 St.
Vogue Belts 14 East 32 St.

COSMETICS:

Dorothy Gray ... 445 Park Ave.
Helena Rubinstein .655 Fifth Ave.
Revlon 745 Fifth Ave.

FLOWERS:

Flower Modes .. 17 East 37th St.

FOUNDATIONS:

Flexees Foundations..
...417 Fifth Ave.

GLOVES:

Dawnelle Gloves .16 East 34th St.
Kayser Gloves ... 500 Fifth Ave.
Meyers Make Gloves.1 Park Ave.
Wear-Right Gloves..
...244 Madison Ave.

HATS:

Betmar Hats.....1 West 39th St.
Dobbs Hats.....417 Fifth Ave.
John-Frederics Hats..
...29 East 48th St.
Laddie Northridge Hats..
...16 W 57 St.

Madcaps Hats...28 West 39th St.
Sperling Hats...42 West 39th St.
Stetson Hats.....475 Fifth Ave.

HOSIERY:

Glen Raven Hosiery..
...265 Madison Ave.

JEWELRY:

Accessocraft Jewelry..
...389 Fifth Ave.
Ciner Jewelry...15 West 36th St.
Coro Jewelry...47 West 34th St.
Kramer Jewelry.48 West 37th St.
Monet Jewelry....6 West 32 St.
Richelieu Jewelry..389 Fifth Ave.

SCARVES:

Vera Scarves....417 Fifth Ave.

SHOES:

Capezio Shoes...1612 Broadway

UMBRELLA:

Lubar Umbrella...366 Fifth Ave.

DRESSMAKING Made Easy

Make your own smart clothes WITH THE

A-D-J-U-S-T-A-B-L-E

Acme

DRESS FORM

\$3 will bring it to you!

• **DUPLICATES YOUR EXACT FIGURE.** Perfect fitting dresses easily, quickly, and economically reproduced. Makes DRESSMAKING a pleasure and a profitable pastime.

• **INDISPENSABLE FOR HOME DRESS MAKING** ... As necessary for fitting as the Sewing Machine for sewing. Solves your fitting problem.

• **ADJUSTABLE.** The NECK, SHOULDERS, BUST, WAIST, and HIPS are each independently adjustable so that it will exactly reproduce any size, style or figure.

• **EASY PAYMENT TERMS.** Remit \$3; and we will send you our guaranteed \$15 ACME DRESS FORM. Pay the balance of \$12 at the rate of \$2 a month.

• **TEN DAYS' TRIAL.** If unsatisfactory, return form. We will gladly refund your money.

ACME DRESS FORM CO., Dept. SP-11
ESTABLISHED OVER 40 YEARS
380 Throop Ave. Brooklyn 21, N. Y.

WRITE FOR ILLUSTRATED BOOKLET



If you SEW...

Your Fabric Shopping worries are over when you become a Member of Dressmaker's Mail-A-Buy.

AS A MEMBER OF THIS EXCLUSIVE PLAN YOU WILL RECEIVE:

1. Booklet of fashion-fabric swatches every two weeks for a year. (Cottons, woolsens, rayons, silks ... from famous mills.)
2. Order any fabric you desire from swatch booklets at any time. This service will save you valuable time and money.
3. Use our fabric matching department for hard-to-match materials.
4. Request samples of fabrics you may currently require.
5. Receive rebate coupons with every purchase. Plus advance notice of our fabric sales ... PLUS MANY EXTRA SERVICES.

Send in ... TODAY ... your membership fee of only \$3.00 which you may deduct from your first order. Complete details accompany your membership card.

NOTE: Memberships are open only to residents of U. S. A. and its possessions.

**Dressmaker's
Mail-A-Buy**

251 W. 39th St., Dept. S, N. Y. 18, N. Y.

CLIP COUPON AND MAIL TODAY!

DRESSMAKER'S MAIL-A-BUY, (Dept. S),
251 W. 39th St., New York 18, N. Y.

I would like to be a member of DMAAB and am enclosing \$3.00 which I understand I may deduct from my first order.

Enclosed find:

CHECK..... MONEY ORDER..... CASH.....

NAME please print

ADDRESS

CITY..... ZONE..... STATE.....

Variety Show

you can sew

with Avondale Chambray

in

Companion Colors

Start with Avondale's new multi-color Satin Stripe Chambray... add matching solid shades in Martine Chambray... and have wardrobe changes galore! Both of these sparkling fabrics are dyed-in-the-yarn, and made for mating. They're Sanforized*, in stay-fast colors, they're easy to sew, and they're modestly priced. See the wonderful selection of patterns in Avondale Companion Colors at your favorite store.

*Residual shrinkage less than 1%

Look for **AVONDALE**
fabrics

in ready-to-wear, and by-the-yard

Three-part wardrobe. To an exciting new skirt in Avondale's multi-color Satin Stripe Chambray, add a sun-dress top, and a street-dress jacket in a matching solid color Martine Chambray. Add other tops and jackets in other solid colors... for as many changes as you wish. Write for pattern number.



Avondale chambrays, novelty weaves, corduroys, seersuckers, plaids, denims, tickings

Sold through
Southeastern Cottons, Inc.
58 Worth Street, New York 13



"BOTANY" BRAND

Certified Fabrics for Home Sewing

Take a Needle, Pretty Lady...and exult in a style that exalts you...sewn of a crisp, wrinkle-resistant fabric whose texture is soft and light as a Strauss waltz. "Botany" Brand Certified Fabric molds your shape...holds its own...practically sews itself. Buy "Botany" Brand Certified Fabrics by the economical yard...at your favorite piece goods counter. Look for the name on the selvage.



"Spring Frolic Colors"...The season's brightest...in your choice of Holiday Gold...Club Red...Party Peacock...Spectator Brown.

Garment shown: Jacket Dress with detachable peplum...fashioned from "Botany" Brand Baronette Crepe. Pattern number furnished on request.



Ask for this label to sew in your garment

Look for the "Botany" Brand Label on Products for Men, Women and Children.

"BOTANY" IS A TRADEMARK OF BOTANY MILLS, INC., PASSAIC, N. J. REG. U. S. PAT. OFF. COPYRIGHT 1952, BOTANY MILLS, INC., PASSAIC, N. J. CERTIFIED BY BOTANY LABORATORIES. SALES OFFICES: 15 WEST 46TH STREET, NEW YORK 19, N. Y.

